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THE MEN'S WEAR REVIEW

Vol. 2 – No 1 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Jan. 15, 1912

Features of This Number

What is your merchandising policy?

Saving the inches in a 7½ ft. store.

An effective display front.

Does your salesmanship back up the advertising?

Court at Ottawa Means Much to Clothiers.

Specialty idea applied to men's clothing.

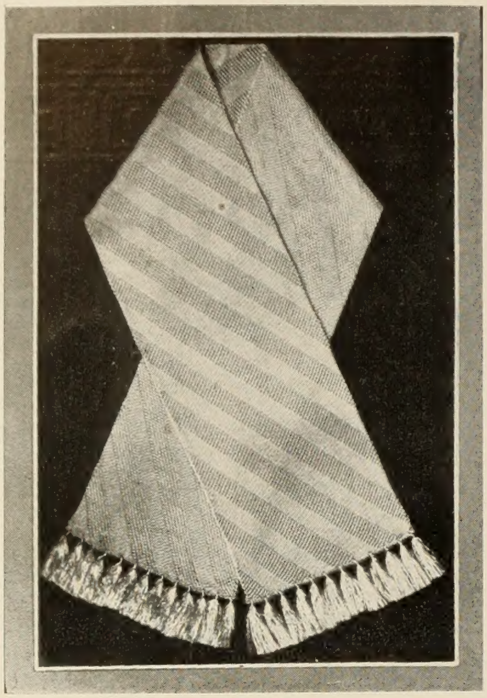
Original fixtures for men's wear display.

Short course in card-writing.

Authentic forecasts *re* shirts, neckwear, clothing and accessories.

See Prize List for Canadian Window Trimmers and Card Writers.

An Important Announcement.



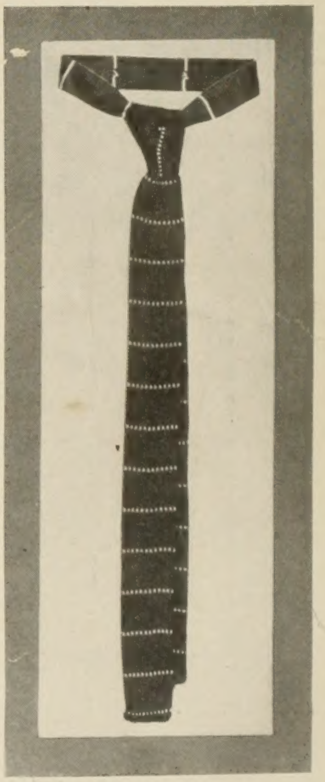
Quick Selling
MUFFLERS

Here is a line that is in demand right now and will be for several months yet.

Merchants sending us repeat orders say they are the best value they have ever sold. The stitch brings out the design and richness of material. A silk knit scarf that has no equal in Canada at the price. Made in two qualities, $9.00 and $14.00. Order now for immediate or fall delivery.

TIES
That Are Different

These ties are made in many color combinations and extensive range of designs. These lines have been snapped up quickly whenever shown. The value is there, the material is there, the tasty colors and exclusive designs are recognized at once by shrewd buyers.



See our representatives or write for sample order.

Mail orders will receive special attention and good selection is assured.

THE LACES AND BRAIDS MANUFACTURING CO., LTD.

121 Prescott Ave. - - - TORONTO

MENS CLOTHING AND FURNISHINGS

Gossip of the Market

THE time of year is fast approaching when men's wear merchants must consider the advertising requirements of the opening season. In not a few places, the merchants have got together to make the most out of Spring's advent. They have all co-operated in holding one grand opening in which every store in town has put forward the best effort to get the most out of the occasion. The new goods are attractively displayed, bright announcements appear in the newspapers, or personal cards are issued inviting people to visit the store, and everything is made to combine with advantage. Even if there is no concerted wave among the merchants, the men's wear dealer should not overlook the advertising possibilities of an opening. Style plays a very important factor in men's wear nowadays, and new goods can be given an appealing power. It might be possible to arrange for a demonstration by living model in the windows. In any event no effort should be spared to get young men into the store to inspect the new lines.

* * *

THE operaton of two or more stores under one management in the larger cities, seems to be one of the interesting features of men's wear merchandising at the present time. The history behind many of these stores is very interesting. Some of them started with very limited capital, and with foresight, tact and careful management, have attained success. The Review has during the past year given several valuable incidents in which young men have, from very modest beginning, gradually extended their enterprise until at the present time it is represented by more than one store. Others, again, probably with more capital behind them, have finally gone to the wall. Much depends on the young man and the way he applies his experience.

* * *

A SALESMAN writes in to say that he dates his first real interest in his business from the time when, on seeing a salesmanship competition in The Review, he was persuaded to submit a reply. It did not get a prize, but he saw how other and better salesmen would handle the problem. He points out that he has obtained considerable inspiration from this source, and has applied to good advantage some of the pointers derived from these symposiums.

* * *

IT would be difficult to imagine any circumstance that would produce a brand of indignation equal to that which is aroused in the average manufacturer when he receives from a customer a parcel of neckwear returned because they were "not what was ordered." It is not an exceptional case to find that when a merchant does not entirely agree with the buyer as to the saleability of his selections the whole bunch will be returned with the explanation that they were not the patterns ordered. Manufacturers can produce many instances in which buyers have selected certain lines, and denied them later when unpacked to the view of his employer even thought reasonable proof has been submitted that the order was correctly filled. It is pointed out that, in some cases buyers have had the courage to stand by their purchases and in nine cases out of ten have proved their knowledge of the demand to be correct. Should a customer put over the same treatment on a retail merchant, denying absolutely that he had ordered a garment, when the records showed he had, a strenuous protest would undoubtedly ensue, and the customer would probably find out one man's opinion concerning him.

The extent of the confidence which a merchant reposes in a buyer has an all-important bearing on this question. There are cases which seem to justify the statement that no merchant should give full responsibility to a man who is not sufficiently conversant with the requirements, and the tastes of his customers that he cannot, with safety, be allowed to make selections. The Review does not say that manufacturers do not make mistakes in filling orders. There are many glaring instances of this on record, but the great point is that a buyer is not a buyer if he is without that authority which entitles him to a reasonable degree of confidence.

Saving the Inches in a 7½-ft. Store

Third Store Opened by Brennan Bros., Montreal, is Small but Space Has Been Well Applied — Unique Plan Adopted in Dressing Window 12 Inches Deep — All Fixtures Designed to Meet Conditions — The Success of a Young Men's Wear Firm

IN the list of young merchants who have made good, during the past fifteen years of prosperity and rapid growth, Brennan Bros., Montreal, should be given a prominent place. In 1898 this firm started business with a general line of men's furnishings on St. Catherine Street East, far from the centre of the city. As business grew, a more central stand was looked for, and in 1901, the store at 7 St. Catherine Street East was obtained. When first occupied, the building was 18x22 feet in size. It was soon enlarged by the addition of 20 feet.

This store was situated near the corner of St. Catherine Street, and St. Lawrence Boulevard, one of the busiest corners in the city. Finding business prospects very bright in 1906, these two brothers opened store No. 2 at 251 St. Catherine Street West, near Bleury. This store was about the ordinary size occupied by the majority of general furnishers.

From the year 1906 to the Summer of 1911, the business produced such satisfactory results, that it was decided to open the third branch.

WHERE LAND VALUES CLIMB.

The land values of Montreal have advanced with such leaps and bounds during the past, that it was quite a problem to select a site where rent and expenses would be such as to allow the goods to be sold at moderate prices and at the same time give a fair profit.

After considerable looking around, a store was obtained in the busy shopping district of St. Catherine Street West, at No. 519½. The store is 7½ feet in width, with a length of 51 feet. This was obtained from the Walk-Over Shoe Co., who had this part of the building to spare after fitting up their new store in the same building.

This third store, occupied by Brennans, is one of the smallest general furnishing stores in Canada. But it must not be under-rated just because it is only 7½x51 feet. The lay-out of the interior, as well as the window arrangement, is up-to-date in every respect, and many merchants occupying much larger space, might receive valuable pointers from this new establishment.

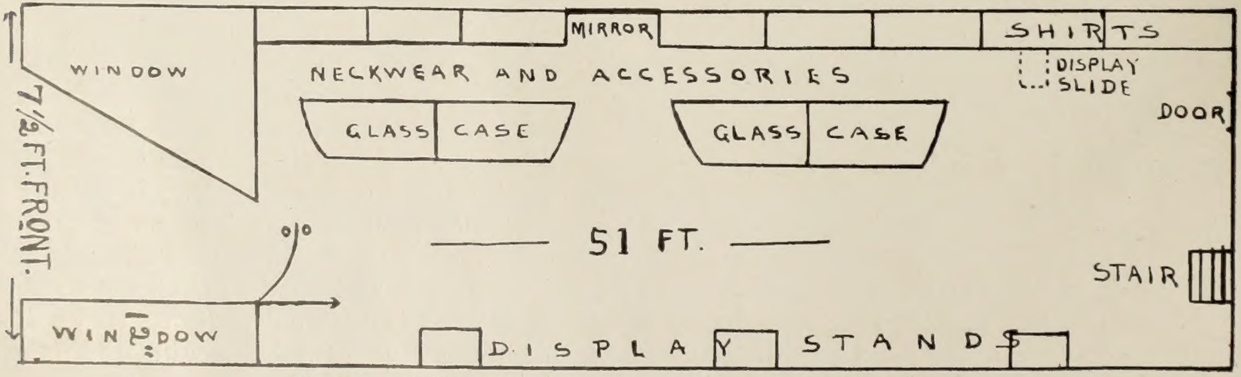
SOLVING DISPLAY PROBLEMS.

As seen by the window plan, the space utilized for exhibiting various lines of goods is about as well adapted to this use as the large spaces in some of our stores. On the right side entrance, the display window is only 12 inches deep. As this space is too small to allow a trimmer to enter the window to change the displays, a very novel method is followed. The entire glass part enclosed in the frame is drawn aside by means of an arrangement inside the store, the sliding part being drawn in the direction of the arrow in the plan. By this means the narrow division can be trimmed with ease.

On the left side of the entrance, the window slopes as shown in the plan. This gives an effective appearance when trimmed, while the wide space at the entrance gives the public plenty of room from which to inspect the displays.

The interior of the store is finished in birch mahogany. As the ceiling is very high in comparison with the size of the store, a balcony runs along one side of the wall. This serves a two-fold purpose. It enhances the general appearance, also serves as a very handy place to keep surplus stock. Shelving runs from the floor of the balcony to the height required to place this stock.

On the left side, under this balcony, shelves run along the entire length of the building. Here the stock of ties, hosiery, mufflers, sweaters, collars, etc., is neatly kept in boxes. Stock boxes obtained



Floor plan of the 7½ feet wide store of Brennan Bros., Montreal.

Sword's

"Kant Krush"

"Bengaline"

(In 42 colors)

THE FEATURE LINE FOR YOUR NECKWEAR DEPT.

These goods are specially woven to our order. Only the finest wool and silk yarns used in the manufacture of Kant Krush Bengaline, removing all possibility of creasing for the wearer.

Our Indestructible Interlining

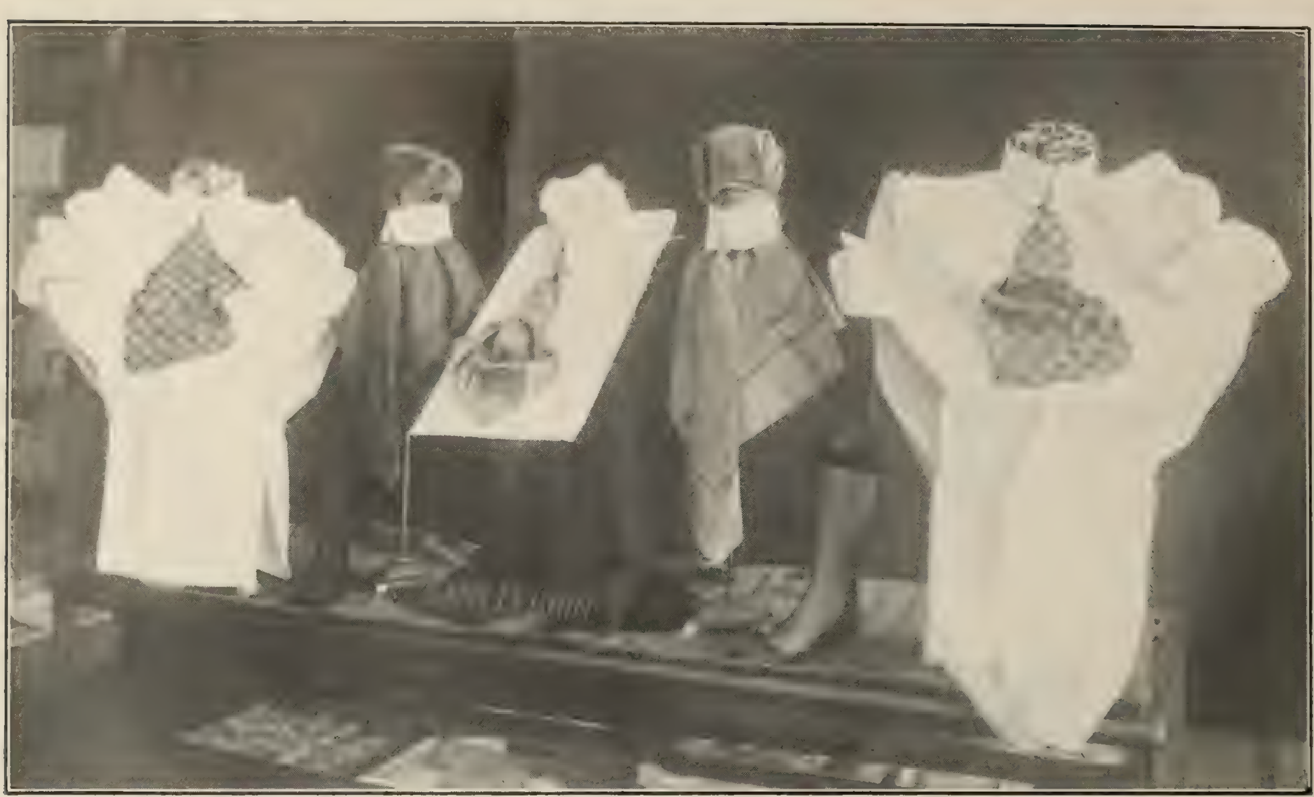
which is also a new feature, is used.

NOTE :—All Straight Derbys with Cord running up and down will be one piece, **48 inches long.**

SEND FOR SAMPLE COLOR CARD

The Sword Neckwear Co., Limited

TORONTO **ONTARIO**



Effective unit trim arranged by Simeon N. Morin, for Brennan Bros., 7 St. Catherine Street East, Montreal. The trim consists of latest creations in neckwear, half hose, and high-class shirts. While this trim was shown as an interior display, it would make a very appropriate window unit.

specially for this purpose, is a great improvement over less careful methods.

USEFUL SHIRT FIXTURES.

As the room was too narrow to allow a very elaborate display of shirts, pyjamas, etc., on tables, and special display stands, a very appropriate glass faced shelving was arranged. On these shelves the shirts are piled in systematic arrangement, with about nine in each pile. In this way much more value can be shown in certain space, than could be arranged in boxes. The glass door keeps the goods in perfect condition, and permits the customer to inspect the stock without having to open the door.

On the ledge of this shirt display case is a slide which can be pulled out to support the shirts when being inspected by a prospective customer.

The manner in which the glass door is removed from the front of the shelving, shows an ingenious improvement. Instead of a door that slides back and forth, the wide-framed glass front slides upward through the balcony floor. This method of dealing with the door is superior to the sliding arrangement seen in many of the stores. When two customers are looking at articles on one case, it is necessary to keep moving the slides back and forth. In this arrangement used by Brennans', the slide is out of the way of all customers.

ACCOMMODATING CUSTOMERS' FEET.

The fixtures were specially designed to meet the need of this store. The base of each glass show case recedes about five inches from the outer edges of the case proper. This was designed to add to the floor space. When a customer is purchasing anything from one of the show cases, his feet are occupying a certain portion of the space under the base of the floor of this case. This condition gives more room for additional customers that may be shopping at the same counter, also for those who wish to pass in the aisle.

Show cases with rounded corners are another important improvement in the saving of space. The difference between a round and a square-pointed show case is very marked, especially in a store where space is at a premium.

Instead of having tie, and other display stands, upon the glass counter, the various lines are artistically displayed on suspended racks. This allows one to obtain a full view of the interior of the glass cases.

Since this store was opened in December, the amount of business turned over is double of what was expected by the owners. The unique appearance of the store, and the situation, attracts many of the throngs that are passing from early morning until late at night.

SUCCESS EXPLAINED.

When asked the reason of the rapid growth of the firm, one of the managers said: "Our system of delivering the right goods at the right prices is, no doubt, the chief reason of our prosperity. We always try to sell an article at a reasonable price, and in each and every case we endeavor to satisfy. If in any instance, the goods prove unsatisfactory,

THE CLOSED FRONT COLLAR

IS THE FASHION TO-DAY.

The very last idea in double collars is to have the collar absolutely closed in front.

The Success shape—the Angus—is really a close-fitting collar. The edges keep like that—right tight together.

Success Collars are well made, well finished—accurate—and comfortable. Ask your wholesaler for SUCCESS.

The Canadian Converters' Co. *Limited.*
Montreal

we are pleased to make a fair exchange or a refund if necessary.

"While we endeavor to make a good appearance in every location selected, our motto has always been to keep down expenses that are sure to accrue on unnecessarily elaborate surroundings. By following this method our goods are sold with less expense attached to them.

Each Customer a Special Case.

"We find it pays to give special attention to each customer. By following that custom is the only sure way in building up a solid business foundation. Each customer added to the "satisfied" list is a valuable asset to any business.

"While there are other little details that might count to advantage in any business, I think the foregoing the principal methods.

"Montreal has grown rapidly within the last fifteen years and the future will see further rapid growth. Merchants who manage their business along up-to-date methods will grow in the future, as in the past. We are satisfied with our work during the time we have been in business, and think the future will be as good in our line of business as the past has been."

Advice to the Beginner

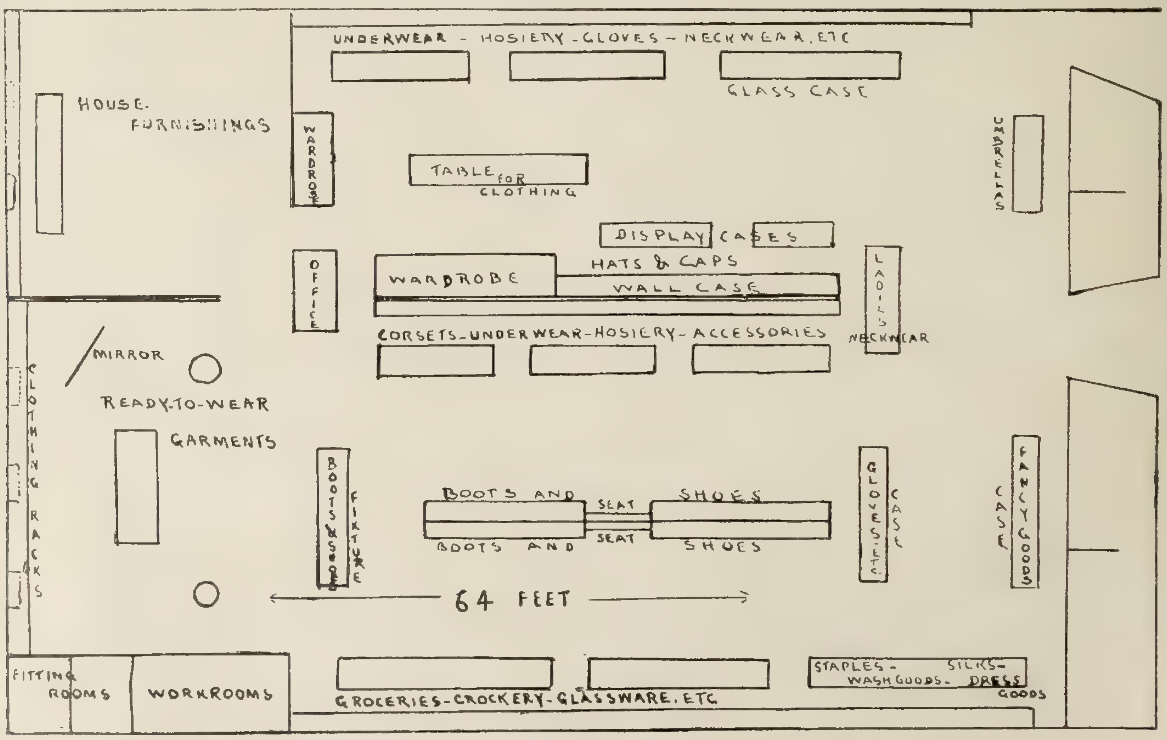
Mr. Brennan thinks the stock in the average furnishings store should be turned over four to six times each year. He says: "It takes three turnovers each year to clear expenses and keep the business from going back. If a merchant is well adapted to the business, it is not hard to turn the stock over at least six times.

"The amount of stock needed to commence a general furnishings business depends upon the line carried, the size of the store and the locality. In some places $2,000 would be a fair amount with which to make a start; while in other circumstances, at least $5,000 would be required to swing the proposition in the right direction.

"In the men's furnishing business there is no need for carrying much surplus stock. By buying a little at a time, and buying often, the goods are always fresh and up to date. This is a vital factor in any business. A young man just making a start for himself should make it a point not to 'overstock.'

"Even if the young man just making a start for himself has had a good amount of experience working for someone else, there will be many things come up in the new position that will prove to be a hard nut to crack. It is only by profiting by these hard experiences that one becomes fully competent to fill the more complex position as the business grows. Perhaps some of the lessons learned will be costly ones, but in the end the experience will be worth all it cost.

"There is no royal road to success. 'Steady work day after day, combined with right methods,' is the best motto to adopt. In the beginning I made many mistakes, but now I can see that a certain benefit came from each. So to any young man who is planning to make a fresh start for himself, my advice is: 'To go easy at first, and be on the lookout for anything that will add to successful management.'"



Interior arrangement of general store for Western merchant who is making a 64-foot extension to his present store and wishes to retain the exclusive character of his men's wear section. The upper section of the plan is the former store and is now devoted to men's wear. A women's ready-to-wear dept. is also provided for.

WE want the collar buyers of all Canada to know that the best collar Troy produces is now being sold throughout the Dominion for us by

The Sword Neckwear Co., Ltd. of Toronto

All their salesmen have a complete line of samples, including our "FIELD CLUB."

Be sure and see this line

Corliss, Coon & Company

Makers

New York Chicago
Boston Baltimore St. Louis

Factories and Laundries:
Troy and Cohoes, N.Y.

The Collar that sets the way it is intended to—"close up."

$1.10 PER DOZEN

"THERE'S NOTHING BETTER THAN

Cravenette"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.

WET or FINE RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof

REGD TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Co LTD

Facsimile of stamp on back of Genuine Goods.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

What Will be Your Merchandising Policy?

Knotty Problem Ably Discussed --- Course Advocated that is Most in Keeping With Modern Conditions --- Sane Use of the Sale Idea --- Procedure That Would Demonstrate Merchant's Ability and his Store's Progressiveness

WHAT will be your advertising and general merchandising policy for the present year? This, in short, was the question asked in The Review's problem contest last month. A scene was presented in which the merchant was questioning the wisdom of his manager-buyer because, while the records showed an increased turnover, the profits did not exceed those of a less strenuous year, in which there were fewer specials, less expense, and generally speaking, a more conservative proceedure.

The merchant asked, Is it worth while? The Review's interrogation was, what are you going to do about it this year?

That these are all important questions at this time of year, was evident from the careful consideration they received and the length at which they were discussed. While the questions asked by The Review are not answered as directly as it would have wished, enough is implied to leave no doubt as to the policy that would be pursued. The mistakes of the past year would stand out as guideposts to better generalship this year. They would suggest many things to be avoided and others to receive greater attention. The methods and the general policy of ten years ago would not suffice for 20th century requirements. The mania for special sales would be avoided, and these features handled in a sane, clear-headed way. the merchant would not be panic-stricken and inveigled into a campaign of price-cutting, throwing his better senses to the winds. The year's results might not show marked improvement over the year preceding, but the policy would be along the more progressive lines, making for a more enthusiastic spirit, a prolonged and more intense interest on the part of customers and admitting of comparisons which would demonstrate the merchant's ability, his staff's efficiency, and the adequacy of stocks and service to make the most out of modern conditions. The problem is one that applies alike to the men's wear and dry goods trade, and considerable interest will attach to its discussion at the present time when merchants are seriously weighing both sides of the question.

* * *

Buy Right, Sell Right, Finance Right.

The first prize is awarded to A. Fraser Little, manager of the ready-to-wear department, Regina Trading Co. His reply follows:—

The condition of affairs as shown by the stock sheets when completed apparently is the result of

1st—The persistent cutting of profits during the frequent sales.

2nd—The manager's or buyer's error in using regular stock for these special sales.

3rd—The lack of monthly reports showing the exact expense entailed, in proportion to the monthly turnover and approximate percentage of net profits.

4th—Possibly the stock carried is too heavy in proportion to the turnover.

5th—Possibly the percentage of profit is too small to balance the cost of doing business and showing profits.

THE POLICY TO ADOPT.

The secret of successful merchandising lies in doing the largest amount of business on the smallest amount of capital at a fair, reasonable profit with the least expense.

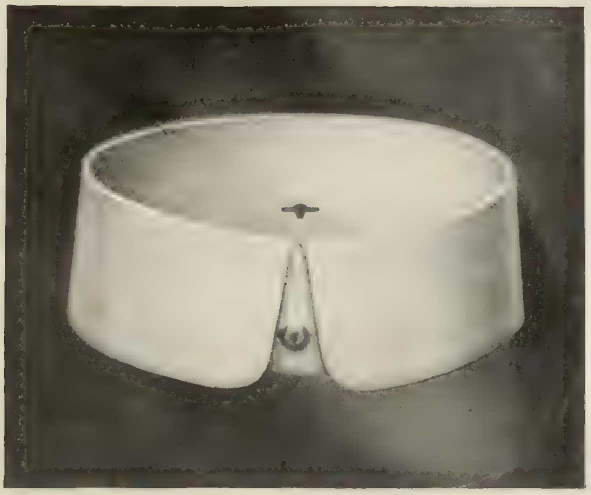
To achieve the highest success in business it is necessary to obey the laws and principles that are the basis of successful merchandising.

In the first place, honesty is an absolute necessity; no wide-awake merchant to-day would entertain the idea of deceitful merchandising—all must be fair and square between man and man, between buyer and seller; dishonest methods, unfair dealings, if persistently harbored in business will ultimately end in failure.

In the second place comes genuine salesmanship. This true, genuine salesmanship is very essential in successful merchandising. It carries with it the knowledge of character analysis, to know how best to size up a customer, to know how best to approach a customer, to know when and how to clinch a sale; also it carries with it kindness, courtesy and tact. A customer may forget an under-value purchase, but never discourteous treatment from the sales staff.

In the third place, intergrity is an essential not to be overlooked. Retail merchandising has changed since the days of our grandfathers. In this age of keen competition, retail merchandising is considered a science. The days of the shiftless, careless uneducated, successful retailers are past. The man who sits on a dry goods box, the counter, or at the shop door telling yarns, gossiping, or backbiting, will leave the business to be done by his industrious, up-to-date scientific competitors.

In the fourth place comes a thorough knowledge of the particular business in question. Buy right, finance right and sell right. It is necessary to estimate the cost of doing business in the particular locality. This cost varies greatly with the conditions. Country stores, with low rents, little or no advertisements, inexpensive help, etc., can do business at a cost of from 10 per cent to 12½ per cent., while city stores, employing experienced, efficient



WE HAVE PROVED

CHALLENGE COLLARS

to the merchants' and their customers' satisfaction. Every day fresh testimony is volunteered as to the superiority of this waterproofed real linen collar.

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are 25% heavier than higher priced lines of other makes.

Send for sample of our Outdoor Brand at $1.25.

SAMPLES OF ALL LINES ON REQUEST.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Wreyford & Company, Toronto

Wholesale Men's Furnishers

DOMINION AGENTS FOR

YOUNG & ROCHESTER
LONDON

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO.
LONDON

High Class Hats and Caps, patentees of 'The Mascot," and other select shapes.

AERTEX CELLULAR

Underwear and Shirts, Union Suits, Shirts and Drawers, stocked in Toronto.

COHEN & WILKS
MANCHESTER

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

*IF OUR TRAVELLERS ARE NOT CALLING
ON YOU PLEASE WRITE US.*

assistants, paying heavy rentals, taxes, insurance, etc., must figure on a cost of around 20 to 25 per cent.

The cost approximately arrived at would determine the percentage of profit necessary; the next consideration should be the minimum or the correct turnover in proportion to the amount of stock carried. This would vary with the different lines of merchandise. On a general line the minimum should be a turnover of at least three times, and it should be aimed to turn the stock over four times throughout the year.

Special sales are good, clearing sales are essential, leader offerings are an indication of up-to-date merchandising, but this feature of the business can be overdone, however there is a happy medium, and it is wise to bear in mind that there are other ways of advertising other than price-cutting or profit-slicing, viz. circulars, bill boards, straight from the shoulder newspaper advertisements, window and interior decorations and displays, and last, but not least, in the medium of publicity is the customer himself, who, if properly treated, favorably impressed, makes a most effective advertisement. His opinion plainly expressed in every company he visits will carry more weight than any attractive advertisement written by the merchant himself.

All mediums of advertising are good, but no progressive house can overlook the value of this medium, viz., that of a pleased and well satisfied customer.

Too great stress should not be laid on sales, that is, cut-price sales. The buyer should be ever on the alert to secure special values for sale purposes, clearing lines of a manufacturer, special quotation goods in handling quantities, and thus be prepared to profitably supply the public with leaders or trade-bringers. As to cutting the prices of regular stock, this should be done but seldom, and when it is done, cut it good and deep below cost or not at all, and thus derive the full benefit of the purpose for which it is done--advertisement--and the loss by so doing should be charged to the account of advertisement. Thus a memo is kept of such losses during sales and each monthly report will show the management whether too much of this has been done to meet the cost of doing business and show profits. It is necessary to be progressive, systematic, not to be afraid to adopt new systems of business. An institution must grow larger or decline smaller.

Growth necessitates changes. The methods of ten years ago cannot be used to advantage to-day, so to-day's methods cannot be used in ten years' time and show best results.

Buy wisely, keep the entire stock well in hand, employ efficient assistants, avoid losses and shrinkages in all the little details of business, look out for leaks. 'Tis an old saying, but a wise one, "Take care of the pennies and the dollars will take care of themselves."

* * *

Good-Will of Customers First.

H. W. Clark, Chatham, who is awarded the second prize, handles the question as follows:

Every up-to-date business of to-day is about to face the question so timely put in the last issue of Dry Goods Review, and the results mentioned are too often shown on the balance sheet, namely, a bigger turnover and bigger expectations and final disappointments with no more profits to show for the year's efforts.

In review of the year's plans our mental notebook shows many special sales, where the happy customers were lined up thick at the appointed time at the sales counter and went home with arms laden with bundles, but the hours and days intervening between these "counter booms" show up conspicuously quiet, with the result that the merchant has fretted himself into going at it again, this time selling some lines from stock at a loss.

And so it goes on through the year. More goods sold? Yes. Bigger advertising bills? Yes. A larger pay roll? Yes. Freight and express charges more, all because of the insane desire to get after the bigger brother of the bigger city store and try and get even.

To a certain extent, this policy is warranted, but time proves this fact, that the town merchant cannot do business like the city stores, they may be followed up to a certain point, but no farther.

It is at this point where the average merchant gets his losses, for his extra effort.

To know where to begin the sale trick and where to leave off is a fine art, and requires the most careful study of local conditions, and not the published riches of far off fields.

Outside of the large centres, I believe the most successful business is carried on on these lines.

First, and always, to put the goodwill of your customers before everything else.

To do this, your stocks must be well assorted, the lines carried kept up to the point where diminished sales would warrant leaving them alone.

Handling only the very best makes of goods, the kind that have the maker's guarantee with it.

Taking back any goods from customers which are not entirely satisfactory.

Keeping only on your sales force such people as can handle a customer with that grace and dignity which you like to be served with yourself.

Keep your store front bright and attractive with catchy window displays, with the windows shining and the sidewalks clean.

Having a parcel delivery that gets a bundle to a customer's house when she wants it, not an hour after.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

THE BEST ITALIAN LININGS BEAR THE

KIRK

STAMP AS BELOW:

BDA

KIRK'S PERMANENT FINISH ↑

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

(1) The Original **'Permanent Finish.'**

(2) **'Velper'** *(Reg.)*

The Velvety Permanent Finish for those who prefer a soft handle.

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

BDA (Copyright)

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

Van Allen Line of NECKWEAR and ...Lounge Collars...

NOW READY

A Larger and Better Range of Underwear Awaits the Merchants Than Has Ever Been Shown Before.

SEE OUR LINE BEFORE BUYING

Van Allen Mfg. Company

HAMILTON

Advertising in the best way your ability and the ability of your paper can produce.

This policy may not get you rich in one or two years, but you will be on the road to it anyway, and the balance sheet will show a proportionate profit.

I have known three merchants who conducted business in exactly different methods.

The one acted conservatively in every way possible, bought very sparingly, employed very little help, advertised cheaply, carried very little stock.

The other's policy was to deal broadly. The shelves were always full. The reserve stock was almost wholesale in quantities, the help was numerous, the advertising was very extensive, it was fireworks all the time Neither of these were successful. The third was different.

The manager was a captain who had eyes for every detail. His departments were generaled by men who knew their work and did it. The sales force was the best obtainable. There was a tone in the store that spoke for the best trade, which means the best prices always. Special sales were few, but when there was one, it totaled profit, not loss. Conditions were no better for one than the other, but it was all in the way it was done.

Generally speaking, there are too many special sales, too much spasmodic effort to boost trade, forgetting that it is the constant hammering away that counts for continued success in the mercantile business.

* * *

Keep to Letter of Advertising

H. F. Lancaster, St. Mary's, Ont., awarded the third prize, submits the following reply:

What is the policy for next year, or, better still, what is the best policy to be pursued for the coming year? To satisfy your customers, improve the service of your store, the quality of your clerks, and contribute increased profits to your cash drawers.

In looking over the expenses and the returns of each department and each clerk, can you by your system of bookkeeping cut out the deadwood, as it were? If not, this department needs reorganization, for here is your fountain of all information.

Do you as a merchant or manager, consult with your help as to the buying or marking of goods? Surely, because it cost seventy-five cents you don't just mark it one dollar, for perhaps your salespeople could get, yes, one twenty-five, or perhaps more. It will pay you to refer to your help. Keep them posted on the latest creations of fashion and newest lines on the market. They will be able to talk to your customers with a great deal more intelligence. Remember they have not the same means of obtaining this information as you have.

Perhaps you may notice something of importance that if conveyed to one of your staff might turn dollars into your coffers. You need not be afraid to be seen talking to your clerks, for by showing your interest in them you are adding increased confidence in themselves and in your customers.

A business is similar to a clock, the only difference being, instead of a janitor, you need the brains of a shrewd merchant or manager, who will not only wind it, but will oil it regularly, and keep it running smoothly to his own advantage.

Does it pay to advertise and run special sales? This seems a foolish question, but it is often used, and the answer is "yes."

Keep strictly to the letter of your advertising, and in special sales I think it well for your window man and advertising man to work together and the result will be satisfying to all.

And here is where a great many advertising men fall down. They think you cannot have a special sale without slaughtering prices, and where is there any profit out of half-price sales?

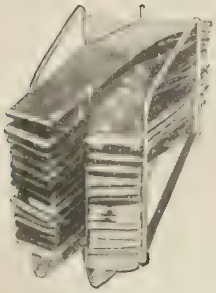
Here is the idea. Advance sales that bring in the early buyers and reap the large profits; take, for instance the January whitewear sale, conducted so often by up-to-date houses. Is not this much better, and more lucrative than a whitewear sale in July? Then, why won't this argument stand in other lines? Try it. Try the advance sales, and you will find that it is the early selling that stands the largest margins and keeps you in the customers' eyes ahead of your competitor.

◆

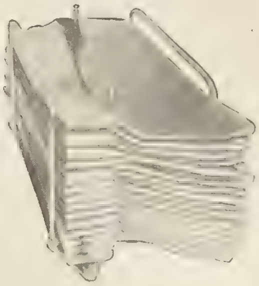
Death of John Allan

John Allan, proprietor of the haberdashery stores on Craig and St. Catherine Streets, Montreal, died suddenly January 11th. On Wednesday afternoon, January 10th, Mr. Allan was one of the members of the winning rinks at St. Andrew's Club, when the opponents were the visiting Scotch curlers. Then there was nothing to indicate his death within forty-eight hours.

Mr. Allan was born in Strathinglo, Fifeshire, Scotland, on November 28, 1864. He came to Montreal thirty years ago and entered the employ of Henry Morgan & Co. Here he gained a comprehensive knowledge of the business; and about twenty years ago started in business for himself. The first store was opened at the corner of Bleury and Craig Streets. The business grew, and the stores next door were added to the business, until the down-town accommodation was inadequate to cope with the fast expanding business. In the Fall of 1912, a new store was opened between Victoria and McGill College Avenue. This store was fully described in The Review of November 15th.



The Cross Pile



The Combination Pile.

ESSEX ADJUSTABLE S-X DISPLAY RACK

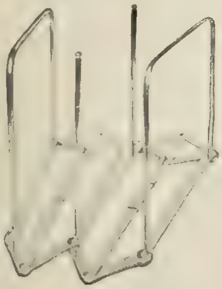
PATENTED.

Will Sell Your Goods

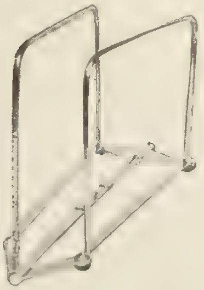
Sell them quickly and well, while your salespeople are busy. These silent salesmen are valuable assets to any business. They are used for ties, hosiery, shirts, pyjamas, underwear, gloves, veilings, dress trimmings, etc.

PRICE LIST.

Single Section Tie Racks, all nickel	$12.00 dozen
Double Section Tie Racks, all nickel	$20.00 dozen
Standard Shirt Racks, all nickel	$20.00 dozen
Standard Adjustable Shirt Racks, all nickel	$25.00 dozen



The Double Tie Rack.



The Single Tie Rack

Dominion Agent

JOSEPH R. WILSON
204 Stair Building
TORONTO

Western Distributer
K. A. CAMERON
204 2nd St. W.
CALGARY, ALTA.

Eastern Distributer
H. B. McLAUGHLIN
TRURO, N.S.

Also A. T. REID & CO., LTD., Toronto; NERLICH & CO., Toronto; DALE & PEARSALL, 106 Front East, Toronto. JONES BROS., Toronto.

"KING EDWARD" SUSPENDERS

Retail 50c. Price

KING EDWARD
SUSPENDERS
Are so Easy and Comfortable

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

BOYS
LION BRAND
CLOTHING

The More You Know About Boys' Clothing The More You Will Want To Know About the

LION BRAND

This brand is of Canadian fame, being known from the far East to the extreme West as the kind that holds the boys. We make suits, knickers, bloomers and overalls.

Write for samples to-day and examine them carefully.

THE JACKSON MFG. CO., CLINTON
FACTORIES:
CLINTON GODERICH and EXETER

SHIRTS, COLLARS AND CUFFS

Cream and Grey in Negligees

Shirts in Fine Flannels, Ceylons, Taffetas and Mercerised Fabrics for Easter — Fall Samples Selected — Boys' Shirts, Pyjamas and Trousers

Shirt makers are now turning their attention to negligee wear and newer styles for midsummer. They are finished with early business placing and are busy on repeat orders. Sales are reported satisfactory on prints, zephys, chambrays, Oxfords and mercerized fabrics. Heavier cloths, especially Oxfords, have done exceptionally well and a number of highly finished vestings in neat designs have been taken.

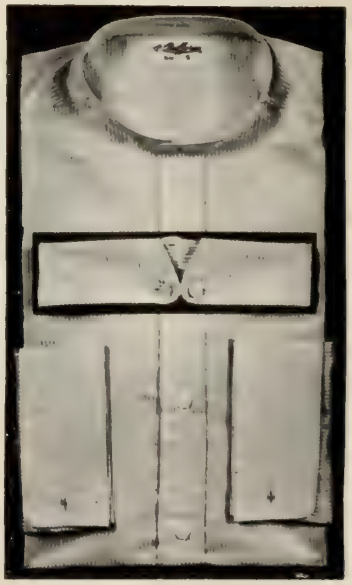
Demand has included mostly soft bosom shirts with hard cuffs and soft collar and cuff styles in blue and white, black and white and pure white. The latter have sold in box-pleat and fine side pleat fronts. Plain colors, blues, tans and light grounds are selling well and merchants are being interested in buying to tone up stocks for Easter. Some novelty patterns in higher-priced shirts are being prepared and there is quite a feeling for vestings, taffeta cloths, soiesettes, all mercerized, and all wool and Ceylon flannels.

Newer patterns in vestings include stripes, mostly with assorting designs, silk polka dot and inconspicuous patterns. Plain taffet cloths and soiesettes in all shades, especially blues and lighter tans will sell well after Easter. Midsummer is expected to develop a strong selling on flannels and one of the dominant style notes will be grays, both soft light shades and darker Oxfords in fine all-wool qualities. Creams and white grounds, coat styles with ¼ and ½-inch line or bar stripes blue, gray, tan and black, lounge collar and French cuff makes are also leading. Plain cream always is wanted for tennis and athletic wear.

In ranges of Ceylons there are numbers of soft, new blues or blue grays and later patterns show blues with double and single stripes contrasting, soft blues, tans and browns. While these are novel there is no doubt about heavier flannels in plain shades of gray as the coming style, bound to be a great vogue this Summer. They are just designed and will appear simultaneously with New York samples. Starched linen bands, negligee collar, pleat fronts, buttoned through, with French cuffs describes these novelty garments.

Correct proportions and roominess are essentials of Canadian cut in flannels, Ceylons and novelty shirts on this order. They are manufactured to lines of made-to-measure garments and one item alone will show to domestic advantage. Usually, cutters estimate 34 to 36 yards to the dozen but samples now going forward are made 38 yards of material in every case. There is a recognized demand by particular men for shirts that fit and they prefer buying better garments, where comparisons are made showing them the fullness, extra length correctly proportioned cut and right hanging garments ensuring wearer's comfort. This is a salesman's opportunity and the safest basis to build a satisfied clientele.

In regard to color there has been one minor disappointing feature and the reception of purple and mauve included in early sample ranges has not materialized to any extent so far. Early books went quite strong on these shades but there has only been a fair response in larger centres. It is hard to get buyers away from black and white and blue and



Negligee shirt of fine Ceylon flannel, made with pocket band of soft lounge collar and French cuffs. Neat stripe effects in blue, tan and Nile on cream or pure white ground.
Courtesy, Dufferin Shirt Co., Toronto.

BACHELOR

WATCH THIS SPACE FOR OUR LATEST STYLES

Here's The Collar For Profits

for safe, satisfactory profits for you—satisfactory wear and smart appearance for your patrons. The

"LINOLO"

Collar is Canadian made and has the appearance of the genuine linen collar. It is waterproof and wears like "iron."

The aluminum non-corrosive eyelet positively prevents broken button holes. No collar wears like "LINOLO."

Our men are now on their respective grounds. Be sure to see this collar or write for samples.

The Smith-D'Entremont
Company, Limited
1475 QUEEN STREET WEST
TORONTO

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

COMFORT

goes with the KantKracK, comfort in putting on and comfort when on, owing to the Patented flexible lip that receives the strain in front and makes the fit perfect and to the patent slit in the back which prevents the annoying pressure on the neck from the back button. The

COATED LINEN FABRIC

gives the dressy look of the best linen collar without the laundry expense. A rub with a wet sponge is all it needs.

Give your customers satisfaction by selling the KantKracK.

MADE IN CANADA BY
THE
Parsons & Parsons
CANADIAN CO.
Hamilton :: Ontario

white both for selling and washable reasons. An increased demand for tans and champagne or natural colors has, perhaps, helped to offset expected demands.

Firms which pay special attention to boys' shirts are showing chambrays in blue and tan and line stripes in prevailing colors. Detail is just as important as in men's sizes, and for quick selling styles there is choice selection.

Pyjamas and night-gowns in flannelette and cottons are shown in a good range of swatches. One line in particular, with either military or French neck made of fine soft cotton and finished with self and blue or red cotton trimmings is having a tremendous run for immediate delivery.

It may be somewhat premature to talk about next Fall samples, but both English and United States manufacturers have forwarded their samples and Canadian mills made their first selections. One of the highest class novelties shows cream silk and wool flannel with fine black stripe. There is a broad range of grays with ¼ to ½-inch stripes with cream, light blue, light grey, tan and purple contrasts. Another assortment comprises blue and black stripes on decided white grounds. Roman bar stripes are also included. These will be made up in coat shirts, negligee styles, with French cuffs and soft collars. New York makers have shown vertical stripes in collars for some time and they have taken freely this season on domestic Spring and midsummer samples. It is intended that most ranges will show this feature. Samples will be prepared to meet Fall placing in June and July.

Cream trousers of fine flannels both plain blue and cream and black and cream are ready for merchants who wish to show complete outfits.

◆

The Montreal Market

Reports from Montreal indicate that manufacturers of men's shirts and collars have had a very successful season's business. In some instances the samples have been taken off the road, and the orders booked will take the factories from now until well along in the Spring to fill the orders.

In quite a number of cases immediate orders are called for, a state of business not very often occurring. This points to a very healthy state of business in the furnishings stores.

The winged collar has been popular during the Fall and Winter seasons. This collar has small wings with either round or pointed corners. The sale of both styles of corners have been equally good, as far as can be ascertained by the wholesalers. This collar has been a favorite for dress occasions, for wearing with Tuxedo, and with the popular semi-regatta shirt.

Merchants who stocked this line of collars have received a good share of the high-class business that would otherwise have gone to their competitors. Of course, as Spring advances, the sale of this variety of collar will gradually drop off on account of the growing demand for soft collars.

Orders for Spring and Summer show an increase in favor of the soft collar. During these seasons the sales are expected to over-reach those of last year. While some people are inclined to think these collars are on the unpopular side, men who know, say the future seasons will be better than those of 1911.

The double-band close-fitting collar is still with us, and promises to stay for some time to come. While there is some talk of a wider opening at the lower part, so as to faciliate to wearing of wider ties; this report is only true in a few lines of the narrow-banded styles. For the most part, the largest orders for Spring have been given for the style of close-fitting collar that has been seen so much in the past few months. Although this collar is a little more difficult for the manufacturer to produce, as long as the public seems inclined to adhere to it the manufacturer will continue to produce the popular lines.

Of course, the change in style of collars will increase the sales. The success of any line of collars is in a great measure due to the manner in which the merchant pushes the lines. The manner of recommennding a certain line of new goods is responsible for the introduction or the shutting out of the line. It is up to the sales force to succeed or fail. Which will it be, in your collar department?

◆

Temperature in Hats

At the Exhibition of Hygiene, which was held at Dresden, Germany, during the recent summer, some interesting experiments were carried out to find the temperature of the air within several different sorts of hats whilst they were being worn. When the test was made the external temperature in the sun was 96.8 degrees Fahrenheit, and the temperature inside the hats were as fallows:

Panama	77.9	degrees
Straw hat	79.9	"
Soft white felt	86.	"
Silk hat	89.6	"
Black bowler	92.3	"
Cloth Cap	94.1	"
Prussian helmet	97.7	"
Yachting cap	98.6	"

Contrary to what might have been expected, the silk hat comes rather well out of the test, though we suppose that the temperatures would vary according to the degree of hot-headedness of the wearers. The general impression is, of course, that the temperature inside a silk hat is usually several degrees higher than outside.

GET OUR LINE

OF

F FIT & FASHION CLOTHING F

REGISTERED

To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "**new**" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)
GUARANTEE—If not satisfactory, your money back.
Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, **Toronto**

Our Travellers are on the road with Spring lines of

Chester Suspenders Chester Garters and Leather Belts

Every Men's Furnisher will be interested in the New Models we are showing.

If you have not seen our line, write us and we will arrange to have our travellers call.

HALLS LIMITED

MANUFACTURERS

BROCKVILLE - - ONTARIO

Full stock carried at our Winnipeg Warehouse, 148 Princess Street

Complete Boys' Wear Windows for Spring

He is a Wise Merchant Who Now Caters to the Child and Brings Him Along as a Customer — How to Make an Appropriate Background, Assemble and Perfect the Window

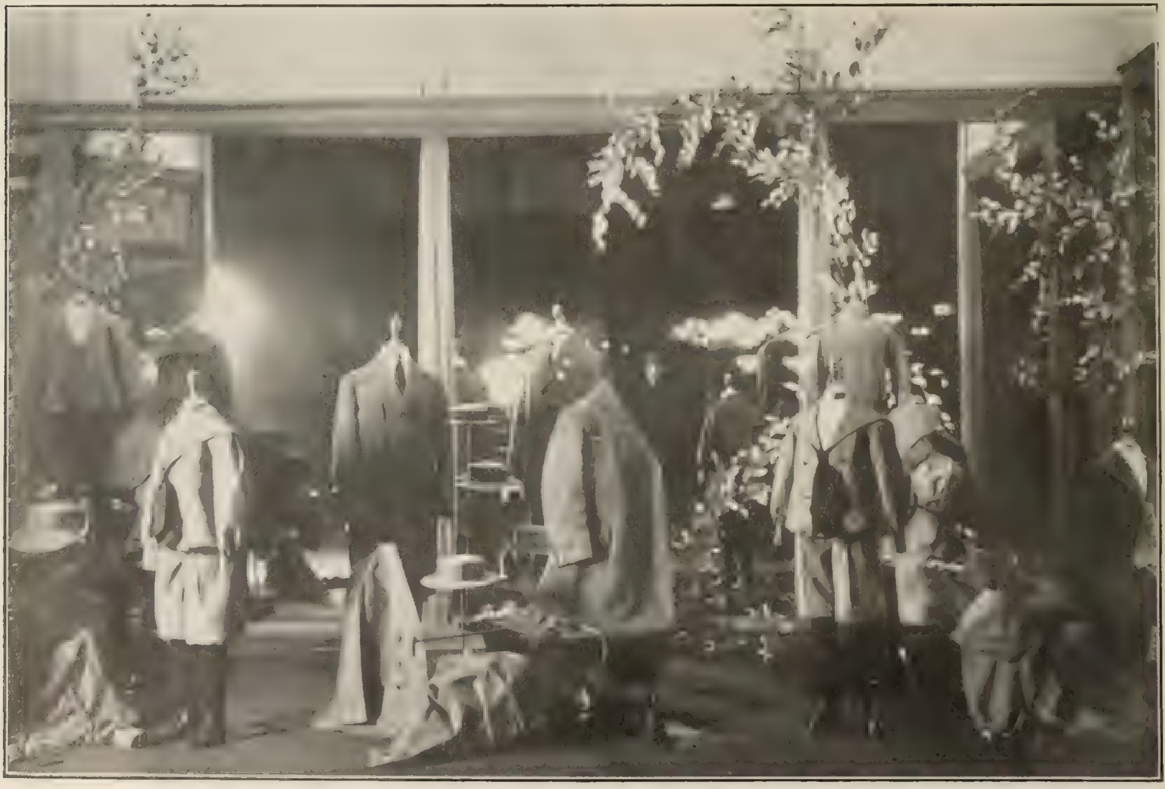
(For the "Review" by H. J. Rutherford, Koester School.)

COMPLETE window displays of ready-wearing apparel for boys and children are essential to the success of a department devoted to these lines just as well as to the larger items in any other department of male attire. The merchant heretofore holding back on this line in favor of men's wear will have to come in on a new tack, because in looking to the future it is the point of wisdom to cater to the child who, later on, becomes the man who, as a customer, is either for or against the merchant on account of these early recollections and lack of attention.

In department stores where display space in show windows is figured on a rental basis, department managers for boys' and children's clothing insist on complete window displays for these lines and such have proved successful. In many of these stores each publicity item is a direct charge to the department and the watchful manager, in order to make the best showing possible for his department, is bound to lop off all items of expense that have not been found to pay; but experience has taught him that it pays to give the greatest publicity and display to his merchandise. Hence it is that his demands are for a boys' clothing and furnishings window complete and he is able to show by comparison that he must have as great displays for this line as for the men's department.

The exclusive male outfitting store needs to follow suit to keep up with the procession. If the display windows are few in number this plan has a tendency to lend variety to the exhibits because it is not necessary to have something of all the different lines carried, in the windows all the time. Far better results are obtained by confining the display to one line and carrying out that idea complete.

An attempt in this direction is shown in the picture of a window display of boys' and children's wear with this article. Three separate groups of ready wearing apparel for Spring are assembled to form the complete window. The mirror background is framed in green tarletan with sprays of Spring foliage at the far corners in an effect of growing vines. The floor is covered with Japanese wood veneer in imitation of parquettry flooring. This is produced by cutting squares of compo board, mounting bias strips of wood veneer on top of this and then setting together in the form of laying a tile floor.



An effective window grouping of boys' wear. See article.

In order to serve a purpose of helpfulness to the merchant and trimmer it is necessary for trade papers to forecast style events and ideas months in advance of the time when such are to be put in effect, which is the reason for showing a display of Spring merchandise at this early date.

◆

Spring Clothing Outlook

Conservative Tendency Noted Among Buyers in Some Localities — Merchants' Opportunity in Children's Play Suits.

While all signs point to a profitable Spring season reports come from some quarters that placing has been done along very conservative lines, and that merchants are not hesitating to look to the manufacturer for supplies at short notice. It is likely that good house business will be done during the next month, as the quest for novelty and distinctive feature in some lines is proving a strong inducement to buyers to come to market more frequently. Style has also become an exceptionally strong factor, and in some localities there is still a demand for something that indicates an advance or a departure from the strong vogue for conservative lines. Particularly in small boys' wear is this quest becoming more insistent. The growth of this department has been such that merchants generally now see in it a good source of profit. The range includes also many character suits, such as scout, Indian, cowbay and so on, for which there seems to be a steady call from the playground at the present time. During the past Christmas season one large department sold over 900 scout and Indian suits. This is a fact which should suggest something to the local retailer.

Wash suits will be a strong feature of the approaching season chiefly in sailor and Russian styles. Almost any material, such as linens, crashes, piques and flannels, suitable for tubbing will be acceptable.

◆

The travelers of Stanfield's, Limited, are now on the road. For Eastern Ontario and the Province of Quebec, Lea Gauvreau is the representative. E. A. Murray is for the Provinces of New Brunswick and Prince Edward Island. M. R. McArthur will be the successor to the late C. O. Douglas in British Columbia. In Alberta, they will be represented by Howard Heisler, lately with Hewson's. In Saskatchewan, J. E. Searle, lately with Garneau, Limited, of Montreal, will have the line; and Frank McDougall will represent them in Manitoba and Western Ontario. G. M. Whelpley will retain the line for Central Ontario, he will be ably assisted by J. H. Searle; while L. M. Christie will have Nova Scotia and Newfoundland.

The Merchandise Manager Says:

"Show me the glove buyer who says 'a glove is a glove so long as it sells and pays a good profit,' and I'll show you the man who hasn't made a success of his department."

Most any glove will sell and bring the wanted profit. But the old experienced glove buyer looks farther ahead—he sees the glove on the hands of his customers. And he knows if the glove goes wrong or does not give the right sort of service, that customer may be lost.

That's the one big reason why the successful glove buyers everywhere have turned to the "ASBESTOL" line. They are certain that the "ASBESTOL" gloves and mittens will give their customers the satisfactory service they rightly expect. They know there will be no "come backs" or complaints, for the line has the reputation of the most dependable on the market.

The "ASBESTOL" line embraces the very best selling ideas in heavy service gloves and mittens. There's a style for every need and a glove that will stand the most rigid tests, such as water, steam or heat. Your jobber can supply you.

TRADE-MARK "ASBESTOL" REGISTERED IN CANADA

The "Tom Thumb" trade getters are yours for a request to our advertising department.

Eisendrath Glove Co., Chicago

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - ONTARIO

Regal

Regal "Dress" Shirts

CORRECT STYLE and PERFECT FITTING

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - ONTARIO

Window Trimmers'

First Annual Display Contest And Prizes

1912

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

Twenty Valuable Prizes

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Class 6—Cardwriters' Grand Prize

Fountain Air Brush for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising. Model F Air Brush, donated by **Paasche Air Brush Co., Chicago.**

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—$10.00 in cash.
2nd Prize—$5.00 in cash.

Awarded by **Botanical Decorating Co., Chicago.** For best window or interior decoration trimmed with artificial flowers.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by **Dale & Pearsall, Toronto.** For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Clatworthy & Son, Ltd., Toronto.** For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by **Jones Bros. Co., Ltd., Toronto.** For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Canadian Window Trimmers' Association

143 University Ave. - - - Toronto

NECKWEAR AND ACCESSORIES

Many Novelties Shown

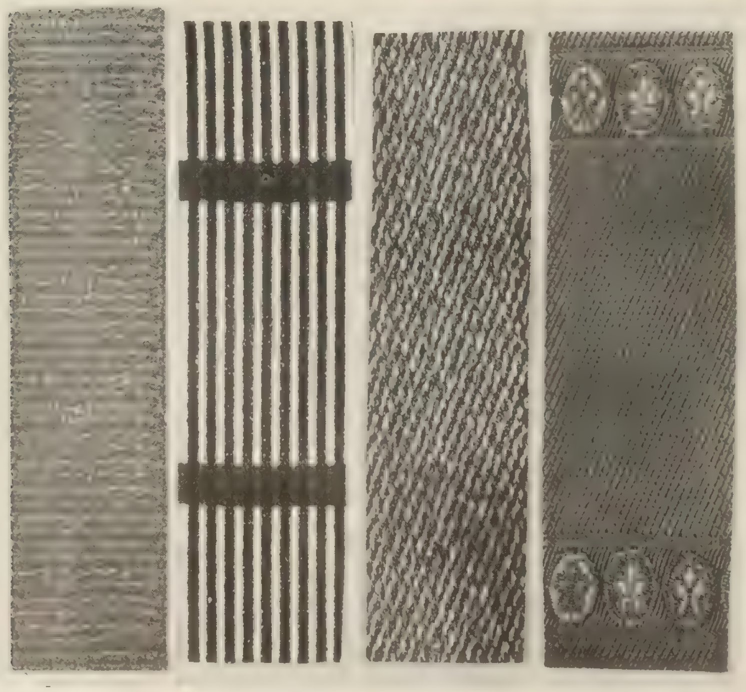
Neckwear Season One of Great Promise — New Weaves and Patterns in Great Variety — The Favored Colors.

THE manufacturer of neckwear, who must prepare for a season from six months to one year in advance, selecting those fabrics which, experience teaches him, will appeal to the consumer, is the man who, more than anyone else, governs neckwear styles and designs at the present time. Of course, every retailer has, or claims to have a particular trade of his own, which demands only a certain style and design. This applies more particularly to the furnisher who is doing an exclusive, high-class trade, but the average dealer in neckwear must buy and sell what the manufacturers are showing.

For Spring, the 1 3-8 and 1 3-4 inch Derby will prevail. These will be shown with border end effects, with plain centres, also bar effects in a great variety of designs and ground colorings. Plain poplins with cord up and down, cut from 48-inch materials, specially woven, will be in great demand. The leading colors will be all shades of blue. Alice, Copenhagen, delft, royal, Connaught, light and dark navy. Purple should be strong, particularly for the Easter trade. Paddy green, browns, and tans will also find ready sale. The bias derby for 75c, $1.00 and $1.50 neckwear must not be overlooked. This is one of the best styles to stock, being made with thin interlining, they can be easily tied into the small knot so desirable for the close-fitting collar. Bar stripes have never been strong sellers in Canada, but for 1912 trade, the trade will show more of these styles than ever before.

Among the new fabrics shown are shadow weaves, veiled zibelines, accordeon silks, and several new brocades. There are reps in plain shades, moire effects, matalassie bar patterns, inconspicuous checks, Roman and shadow bars, pencil stripes, matte weaves and a few Paisleys. Some novelties are worked out in medallion designs, and the vogue for bars is responsible for a number of unique knot treatments.

A resume of the many striking groupings shown for Spring will indicate the wide range of novelties. They include tan with gold, purple and gold, blue



Spring tie fabrics by Johnston, Parker & Frame. Toronto, showing designs and weaves in higher class novelties featured in their range. Shadow, bar and Roman stripe effects.

We have assembled a collection of Neckwear this season which for novelty, completeness and extent is magnificent.

We doubt if it can be surpassed by any leading New York or London neckwear manufacturer.

Just look.

Niagara Neckwear Co.
Limited
Niagara Falls

and gold—practically the range of shades with gold bars; brocades also with crossbars or bias stripes, bias Roman stripes, broken with brocaded bars in all colors; accordeon and shadow effects. Among the lighter novelties are pirle with grey or purple and champagne with Roman stripes.

Among knitted and crocheted lines there are numerous designs made of wood silk and mercerized yarns which promise well. New weaves, designs and color combinations are being shown by firms making a specialty of both hand and machine crochet neckwear. Foremost are bar designs in contrasting colors, introducing some handsome Roman stripe effects. It is expected that crochet novelties will continue in favor althought it is not expected that Spring sales will compare with holiday selling.

The ranges for the new season are certainly full of promising novelty, and buyers have every reason to view the prospect with considerable enthusiasm.

◆

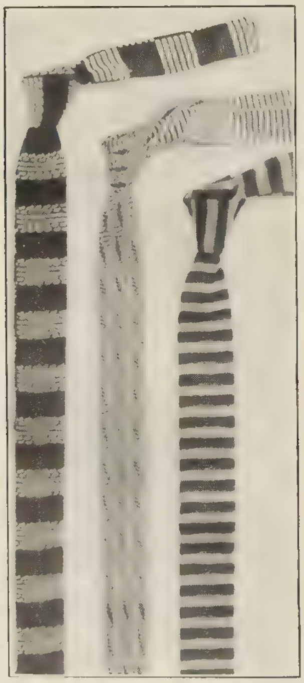
Customer Gave His Guarantee

J. J. McNab, Listowel, relates the following incident, in which it paid to exchange gloves not bought at his store.

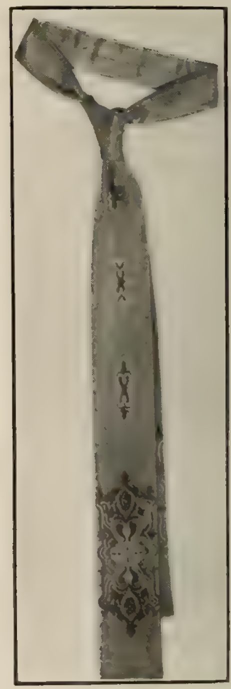
"I had a case of a customer coming back with a pair of gloves which had been sent as a present. and when they arrived they were too small.

"This person was a regular customer of ours. When the request was made of us to exchange the gloves I hardly knew what to do at first, but after thinking a moment or so I decided that it would be better to exchange the gloves, and have a satisfied customer than to refuse the request and have a dissatisfied customer. This, I concluded, would perhaps do us more harm than the loss of a dozen pairs of gloves.

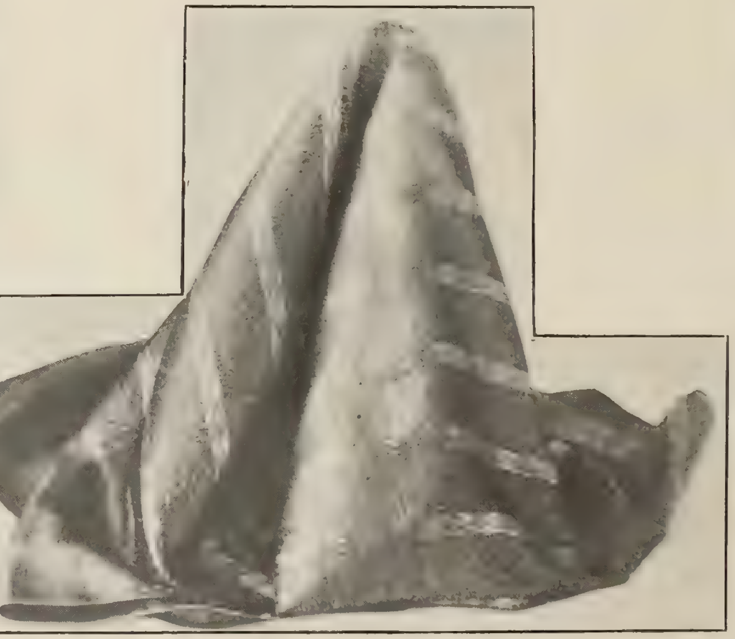
"I finally told our customer that the line of gloves we handled were guaranteed, and that if they would stand by the gloves they wished us to exchange, so that we could sell them and guarantee them the same as we had always done our own, we would only be too pleased to oblige them by exchanging the gloves. To this they agreed. The exchange was made, and we had a satisfied customer still on our list. Had we refused the exchange we would have been minus a satisfied customer and plus a dissatisfied one."



Three novelty crochet ties in bar and fancy stitch effect. — Shown by Laces and Braid Mfg. Co., Toronto.



Tie showing the new medallion effect. — Courtesy Tooke Bros., Limited, Montreal.



Swatch of silk zibeline in veiled effect for ties of bar and bias design. A wide range of rich color effects is shown in these fabrics.

Courtesy Sword Neckwear Co., Toronto

Court at Ottawa Means Much to Clothiers

Presence of Royalty at Ottawa Means Much to Men's Wear Dealers of That City — Great Scurry for Conventional Attire on Occasion of Levee — Regulations Imperative — Duke of Connaught an Immaculate Dresser — What He Wears

(For the "Review" by Fred James.)

SOME time before the Duke and Duchess of Connaught arrived in Ottawa to take up their residence as representatives of the King in Canada, wiseacres predicted, that if in no other way, the presence of royalty would be a good thing for the tailors and men's furnishers of the city. The wiseacres were right in this case. Since the duke arrived men who never wore a silk hat in their lives before have worn them. Since that eventful day many men who previously boasted that they had never put on a dress suit have been seen in public places attired in that very conventional attire.

More new silk hats and frock coats were worn in Ottawa on the 14th day of October, the day the duke and his consort arrived, than have ever been worn before on any one day in the history of the city. The glossy sky piece, which might be termed the pinnacle of conventionalism, was selling at a premium up to the arrival of the new governor-general, and has sold well since then.

Tailors Were Busy

The levee, held on the night of the 16th of November, following the opening of parliament in the afternoon, was the largest ever held in Ottawa. Over 4,000 people attended. The regulations require gentlemen who attend, to wear full dress, consequently the tailors of the city made hundreds of dress suits during the two or three weeks before the function.

When other Governors-General resided in the capital it was not considered a breach of etiquette for a young man to go to the theatre and sit in the auditorium without wearing a dress suit when the governor-general was present. But now the most rabid democrat estimates that when royalty is present at the theatre he should show his respect by dressing correctly to attend the performance.

More Entertaining—More Clothes.

The testimony of the leading tailors of Ottawa is that more dress suits have been sold in the capital during this one-half spent season than there has been for the past three seasons. This is accounted for by the fact that there has been far more entertaining done in the city, because of the presence of royalty, than in previous years.

What the Duke Wears and How.

Early in the morning he may be seen in the grounds at Rideau Hall dressed in a light-colored jacket suit and wearing a soft knockabout hat or a typical English cap. When business takes him to Parliament Hill he dons the latest style of derby and morning coat, with striped trousers, which gives him the appearance of a handsome and prosperous business man. If he has to be present at any semi-formal function, then, of course, he dons a frock coat and silk hat. At the theatre, he wears the ordinary dress suit with the decorations of honor under his coat.

H. R. H. in Furs.

Since the very cold weather set in he has appeared uptown in a beaverskin coat and mink cap, which, incidentally, he purchased at Devlin's in Ottawa.

On a few occasions H.R.H. has been seen wearing one of the popular soft hats of a green shade. Being a thorough military man, and holding several high ranks in the Imperial army, his military wardrobe is very extensive as he has demonstrated at the several military inspections he has made. He is a splendidly built man and can show his clothes off to the very best advantage.

Aides in Clothes of English Cut.

The half dozen aides-de-camp on the staff of the duke are young Englishmen, all very handsome and all are particular and immaculate dressers. Beyond wearing fur coats these young men wear clothes of a distinct English cut. They are, however, models for many of the well-to-do young men in the best society in Ottawa.

Samples of Spring neckwear showing bar design in moire, matal assie stripes, repps and brocades in prevailing widths. Courtesy of Fowke, Singer Co., Toronto.

Lesson 14---Complete Course in Cardwriting

Lettering That Has the Good Points of Roman but With More Speed — The Ribbon as a Decoration — Getting an Easy Swing in Writing

(By J. C. Edwards. Copyright, Canada.)

AT the first glance one might say that this lettering is the same as the Roman slant or Italic style; but upon examination the difference is quite marked. In the first place, all spurs are eliminated and in every way possible the letters are formed with the object of promoting speed and giving a continuous or writing effect.

Speedier Than Roman Italic.

Considerable time is wasted in executing the Roman Italic because of the spurs and the abrupt stops as in the "K", "W" and "V".

This style of letter is easily and quickly made and when properly written, each letter will be joined, giving the effect of continuous writing, and yet it is quite legible.

Getting the Easy Swing.

There is some knack in getting that most desirable free and easy motion in writing brush script. The brush must be held at the same angle always, and when the stroke is ended at the bottom line the brush should be quickly returned to the top ready to commence the next down stroke.

Practice will give you an automatic motion—almost mechanical. This is desirable as it gives speed and confidence which is readily seen in the finshed work.

Continuous Stroke Letters.

There are several letters in this alphabet which, in making, there is no necessity to lift the brush off the card until the letter is completed. Such letters as "W" and "V" come under this head, also the "Z" if made as the small shaded letter without adding stroke four as shown in the larger "Z".

Practical Pen Lettering.

This style of lettering lends itself readily to pen work. The broad flat-pointed ("Soennechen") pens are used in various sizes according to the size of lettering you desire. For small tickets, a No. 2½ pen makes a very neat sized letter, while for larger card work a No. 1 or 1½ is not too broad. A great deal of practice is necessary to use these pens well, but when it is accomplished the result is very pleasing.

The Decorative Ribbon.

In making decorative cards the ribbon in a great many forms may be used to advantage. The simplest forms are easily made and are quite as effective as the more elaborate styles. The one illustrated in the card here shown is perhaps a little complicated, but is quite decorative and adds tone to the card.

Though Effective—Avoid.

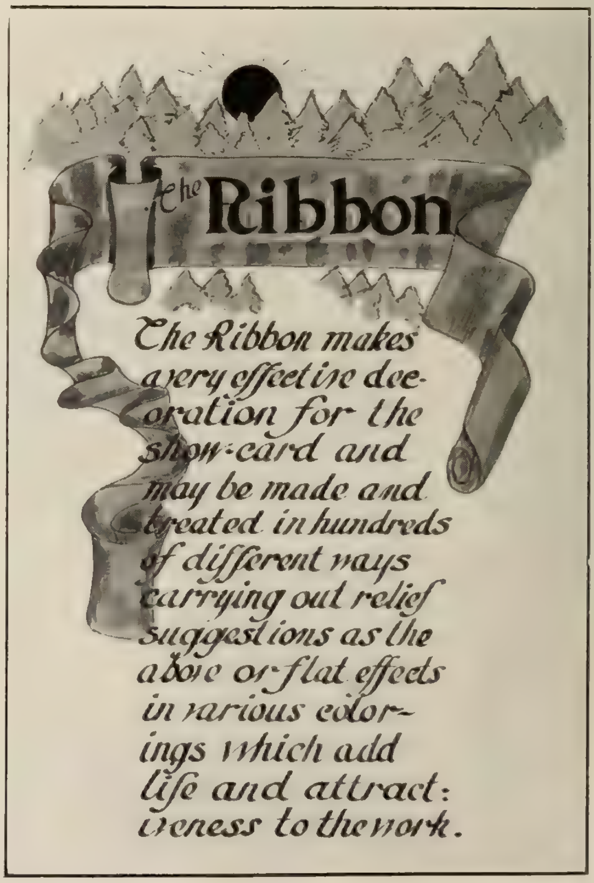
You will notice that the lettering in this card overlaps the ribbon decoration and is practically lost, thus breaking the sense of the reading matter. This should never be seen in any card used on a display of merchandise. The ribbon may be made in a flat color or may be made in white shaded with some dainty tint and bearing the heading or the important inscription plainly lettered or shaded.

The Ribbon in Relief.

Many forms of relief are resorted to in show card work. The card here shown gives one idea which is used to advantage behind a ribbon or panel. It is a grey silhouette, but may be made in black or in fact any flat opaque color

Put this into practice, along with other ideas which you may see or think of and note the various effects you can achieve with very little effort and which adds greatly to a fancy card.

For full particulars re brushes, outfits, etc., write to J. C. Edwards, 143 University Ave., Toronto, care of Dry Goods Review.



The Ribbon

The Ribbon makes a very effective decoration for the show-card and may be made and treated in hundreds of different ways carrying out relief suggestions as the above or flat effects in various colorings which add life and attractiveness to the work.

Card showing application of ribbon design and the brush stroke script.

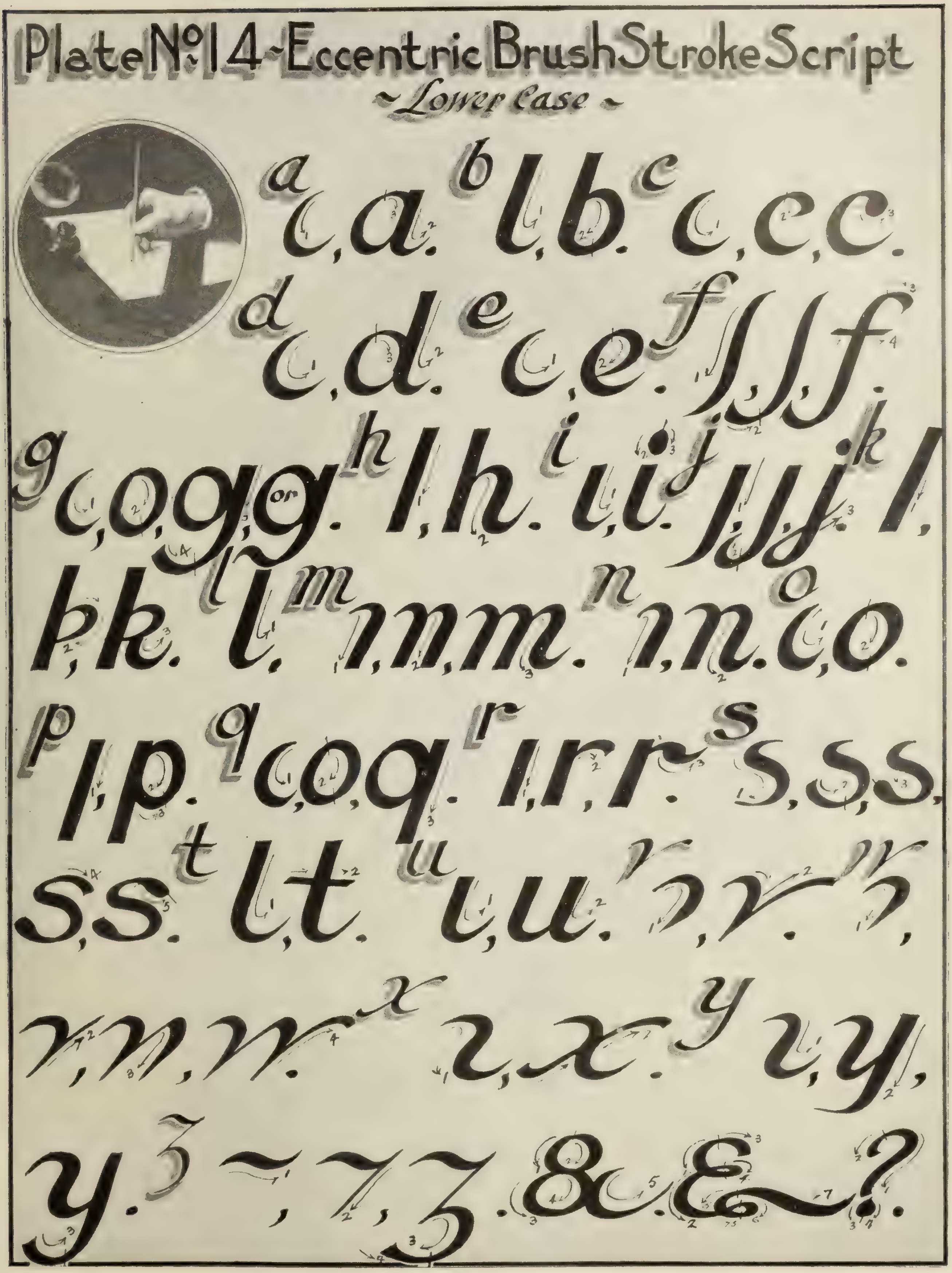


Plate No. 14 - Eccentric Brush Stroke Script
~ Lower Case ~

This plate is descriptive of a letter that can be effectively applied to many uses.

Home-made Fixtures for Men's Display

Hints for the Trimmer Who Would Apply His Ingenuity to Meet Emergencies and Supplement Present Equipment — Collar, Glove, Neckwear and Test Stands That Have Proved Useful

(By Edwin E. Bell, Thornton & Douglas, Guelph.)

IN the following article, Edwin E. Bell, manager for Thornton & Douglas, Guelph, describes a number of original fixtures which he has designed and adapted for display purposes. The information which he gives comes at a time when there is some enquiry from trimmers to whom funds for the purchase of fixtures are not always available or who have, from time to time applied their ingenuity with some success to the production of fixtures in an emergency or to supplement present equipment.

By reference to the accompanying cuts the details of the fixtures here described may be easily followed:

Fig. 1—Collar stand is 35½ inches from counter to top; the small table base is 5½ inches high and 10 inches across top; the legs are 6½ inches long, with "notch" cut out to fit onto top of table. A "round-head" screw is used to fasten same; legs project ¾ of an inch above top, as can be seen in cut.

Fig. 2—Glove fixture is made exactly same as small table base of collar stand, but used upside down; is useful on counter in many ways.

Fig. 3—We call a "corner fixture"; having found it the most useful fixture we ever used in corners of windows, for displaying small individual trims of mufflers, sweater coats, underwear, etc., that, shown in any other way, would mar an otherwise good furnishings window. It is adopted from the upright brass or metal post of the long "rod and post" fixtures so much in use a few years ago, by having a number of pieces of ½-inch ash or other hardwood cut 7 in. by 13 in., with edges beveled, and getting a blacksmith to make same number of small "angle" irons from 3-16x1 in. from flat band iron. "Angles" are 6 in. long with round hole 3-8-in.; these fit onto the set screws which are used to hold the "cross-pieces" in the old fixture. This stand can be adjusted to any height or angle and is most useful for display either in window or shop.

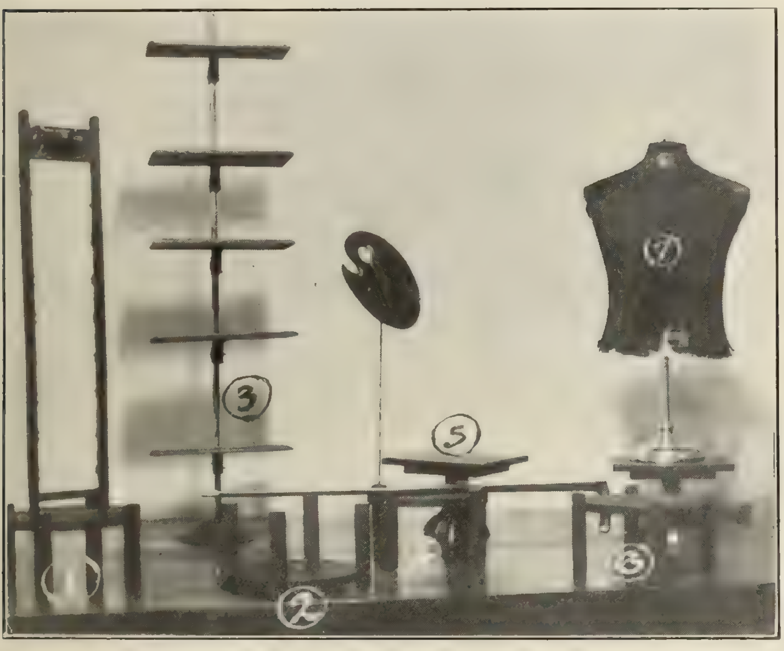
A group of cards by E. E. Bell, Thornton & Douglas, Guelph.

Fig. 4 is a neckwear stand with "palette" top. It is used on same size base as collar stand, Fig. 1, by having small hole bored in top of table leg and using a small rod about 15 inches long to hold "palette" top. Size of same is 5x8x½-in., of hardwood. It is particularly adapted to showing neckwear, hosiery, suspenders, etc.

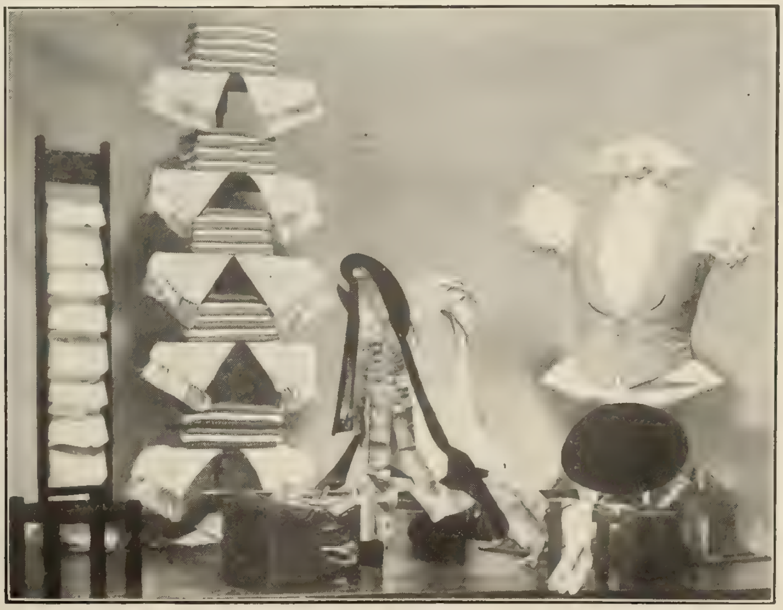
Fig. 5 is a small square table fixture, 7½ in. high, top 11 in. square, made of hardwood, ¾-in. thick, pedestal in centre, 1½ in. square, with four small curved pieces sawn out to form feet; is a very strong stand, useful in a thousand and one ways both in windows and on counters.

Fig. 6 is small round table same as base of collar stand, and is also much used, particularly in hat window for showing a single hat to much better advantage than on floor of window.

Fig. 7, a vest form adapted from a "dummy" figure. In trimming a full dress window we required an extra vest form. Our trimmer was reminded of an old-time "dummy" figure up in the store-room. This was the result: Time consumed to make same, 25 minutes; cost, nil; effect, trimmed Fig. No. 7 as well as other regular vest forms. In building "dummy" figures they are joined at waist-line, which when taken apart will be found just right to improve a vest form. Two small cross-pieces with hole in centre, fastened inside form to hold upright rod of base will complete same. Base of ordinary suit stand will be found just right for this purpose. The wooden part of these fixtures were all finished in "weathered oak," the grey-black finish blending well with other fixtures or woodwork..



Original fixtures by Edwin E. Bell, with Thornton & Douglas, Guelph. Shown untrimmed.



Original fixtures by Edwin E. Bell, with Thornton & Douglas, Guelph. Shown trimmed. See article.

Does Your Salesmanship

Back up the Store's Advertising?

FULLEST co-operation between advertising and sales forces is an object greatly to be desired in every store, no matter how small or large.

Said an ad. man to the Review recently, "I would like to see every member of our sales force so enthused, so interested in his business, in his store, that he would, in season and out of season, demonstrate in a practical way his co-operation."

That is some ideal. How are you measuring up to it? Did you ever by tactful knowledge of goods advertised lead an indifferent prospect up to that point where you aroused his interest, sold him the goods, and kept him coming back for more? It may have been a line only indifferently advertised at the time, but you saw the item in the advt., your resourcefulness, your fund of practical store news, responded to the occasion and you got your man.

The Review wants to hear of instances of this kind--exceptional cases of co-operation between salesmen and the advt. For the three best examples, describing also the means employed in the store for informing salesmen of the contents of the daily or weekly advertising, the Review will pay the following prizes:—

FIRST	SECOND	THIRD
$3 and Review for One Year	**$2 and Review for One Year**	**$1 and Review for One Year**

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in February midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than February 10th.

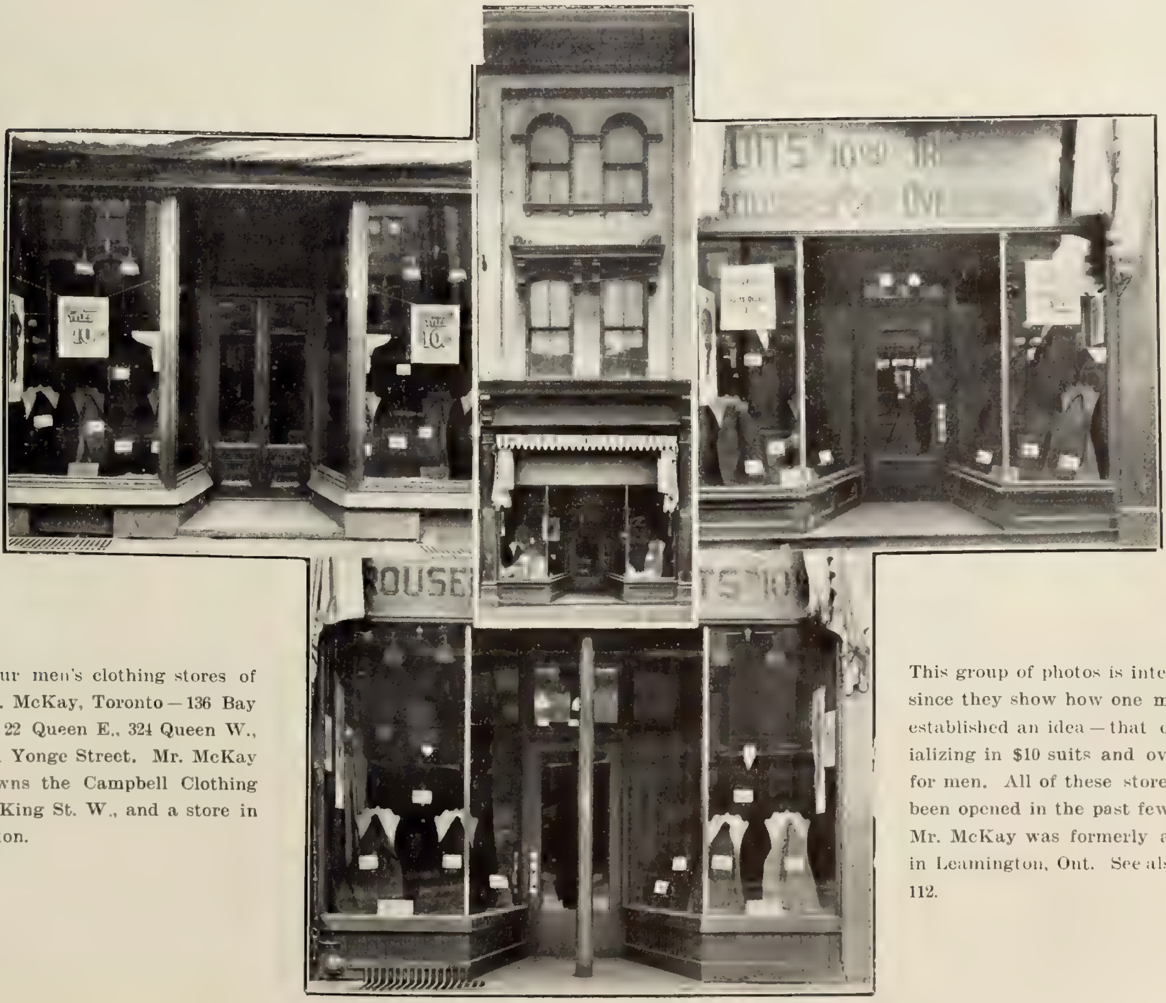
Specialty Idea Applied to Chain of Stores

George E. McKay Opens Five Stores in Three Years and is Now Planning Important Development --- Features Men's $10 Suits and Coats --- Advertising Value of Demonstration --- An Effective Stock System.

THAT there will always be a decided call for $10 suits and overcoats for men, provided they look well, fit properly and give reasonable wear, is the idea that occurred to Geo. E. McKay as a traveling salesman, and which he has demonstrated beyond all doubt during the past few years in Toronto and Hamilton.

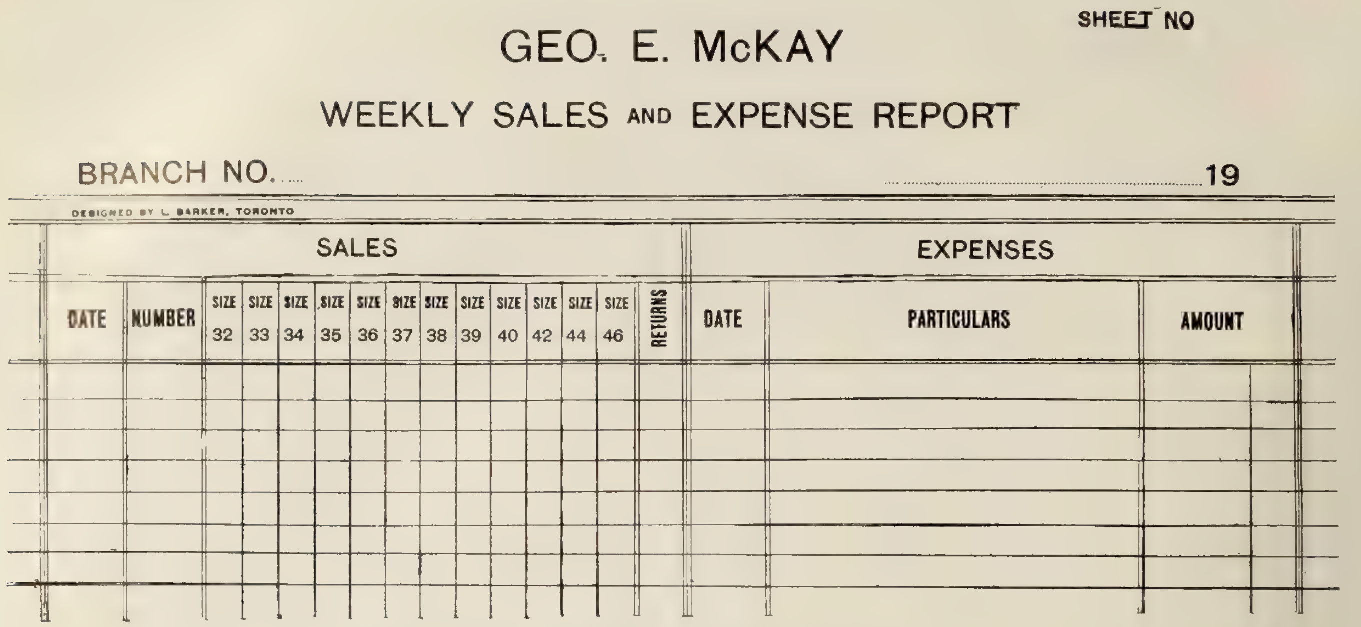
Mr. McKay was formerly a tailor in Leamington, later in Windsor and in 1903 he came to Toronto and joined a tailoring firm. In 1905 he sold out his interest, and in 1906 took a position with the Campbell Mfg. Co., Montreal, as travelling salesman. After three years, in 1909, he bought out the Campbell clothing store, in King street west, Toronto, which carries high-class clothing. One year later he opened his first $10 store at 271 Yonge street, Toronto. That same year saw a second store, at 22 Queen street East, Toronto, and shortly afterwards a third store was opened at 324 Queen street West.

GEO. E. McKAY, TORONTO
Specialist in $10 Suits and Overcoats.



The four men's clothing stores of Geo. E. McKay, Toronto — 136 Bay Street, 22 Queen E., 324 Queen W., and 271 Yonge Street. Mr. McKay also owns the Campbell Clothing Store, King St. W., and a store in Hamilton.

This group of photos is interesting since they show how one man has established an idea — that of specializing in $10 suits and overcoats for men. All of these stores have been opened in the past few years. Mr. McKay was formerly a tailor in Leamington, Ont. See also page 112.



SHEET NO

GEO. E. McKAY

WEEKLY SALES AND EXPENSE REPORT

BRANCH NO. 19

DESIGNED BY L. BARKER, TORONTO

SALES															EXPENSES		
DATE	NUMBER	SIZE 32	SIZE 33	SIZE 34	SIZE 35	SIZE 36	SIZE 37	SIZE 38	SIZE 39	SIZE 40	SIZE 42	SIZE 44	SIZE 46	RETURNS	DATE	PARTICULARS	AMOUNT

Form used by the McKay branches for making weekly reports to head office. Each suit and coat is numbered and the records of sales are transferred from a stock book to these sheets.

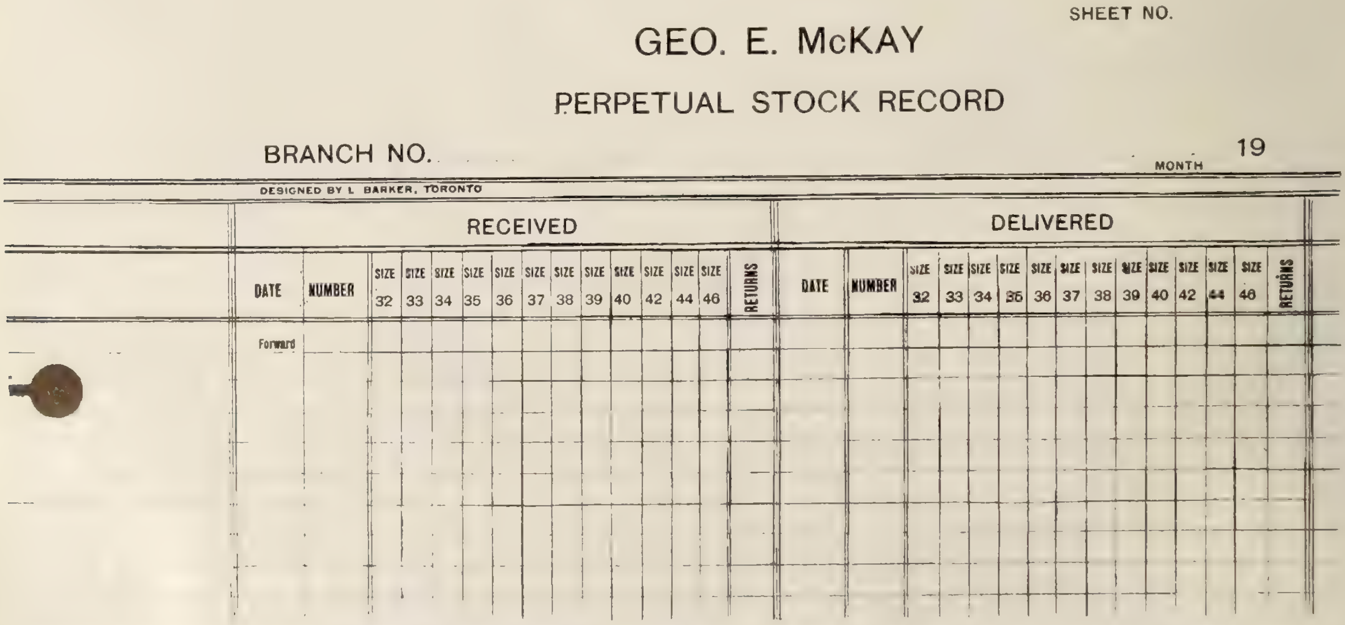
In December, 1910, he added a fourth, 136 Bay street, and a fifth has been opened in Hamilton.

Mr. McKay states that all of his stores, including that in King street West, in which high-grade lines are still featured, have had a very good year. While the stores are not large, they have a smart, business-like appearance, and the lines are effectively displayed on racks at each side of the store. A practical tailor is in charge of each. In working out his idea Mr. McKay has applied the cash principle and he points out that specialization in low-priced garments does not necessarily mean low-priced patronage. His customers are drawn from every section of the city. He is his own buyer, and making his selections as he does, in the open market, his practical experience as a tailor is a valuable asset.

Mr. McKay's only complaint is that he did not start to work out his idea soon enough, but five new stores in three years looks like pretty good going.

Windows Sell Goods.

While he uses the newspapers periodically to advertise his lines. Mr. McKay states that his best mediums are his windows. The accompanying cut shows the method of display—the use of shield-shaped fixtures upon which the garments are neatly arranged, making close inspection of style and quality points easily possible.



SHEET NO.

GEO. E. McKAY

PERPETUAL STOCK RECORD

BRANCH NO. .... MONTH 19

DESIGNED BY L. BARKER, TORONTO

	RECEIVED															DELIVERED														
	DATE	NUMBER	SIZE 32	SIZE 33	SIZE 34	SIZE 35	SIZE 36	SIZE 37	SIZE 38	SIZE 39	SIZE 40	SIZE 42	SIZE 44	SIZE 46	RETURNS	DATE	NUMBER	SIZE 32	SIZE 33	SIZE 34	SIZE 35	SIZE 36	SIZE 37	SIZE 38	SIZE 39	SIZE 40	SIZE 42	SIZE 44	SIZE 46	RETURNS
	Forward																													

Form of stock record adopted by Geo. E. McKay for his clothing stores. Numbers and sizes of garments received and delivered are recorded here and the information transferred to the books of the head office each week.

It is a singular fact that among his customers, Mr. McKay numbers all the male members of large families in which at first, the purchase of one suit served as a demonstration. The same fact applies to many of the large boarding houses in the city—good business has developed from the sale of one suit or coat.

EFFECTIVE STOCK SYSTEM.

The stock system adopted in connection with this chain of stores is simple and effective. Each branch is supplied with a book ruled for sizes and numbers. Each suit and coat bears a distinctive number which is orginally entered in a stock book at the head office, 136 Bay street. As each branch is supplied with goods, the quantity and sizes are recorded in the books of the central depot, and as sales are made each manager enters particulars in his book. At the end of each week, report sheets are sent to the head office. The accompanying cuts give some idea of the forms used. The plan, which was worked out by Mr. McKay himself, makes it possible within very short time to tell the exact condition of stocks in the branches and at the centre of distribution.

Mr. McKay is now planning for a very important development in his business.

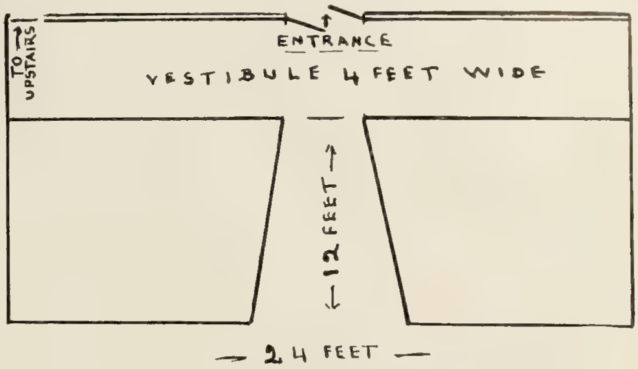
◆

Effective Display Front

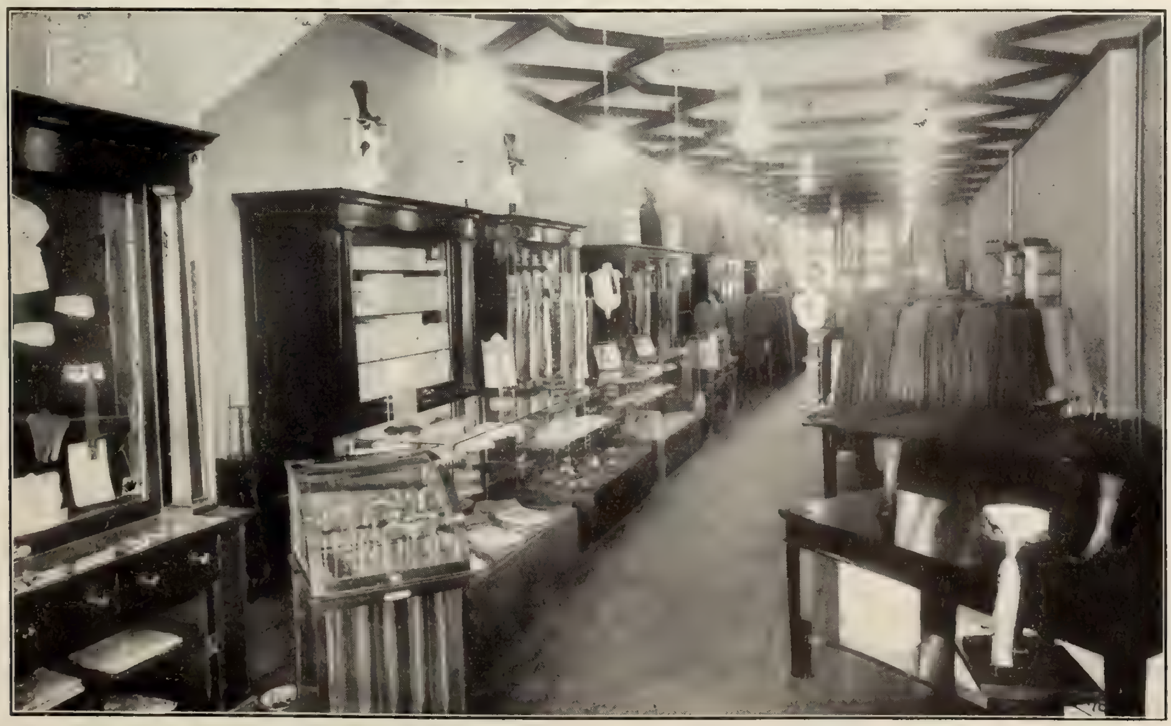
That of the Lyons Tailoring Co., Hamilton —Possible to View Goods on Display From Three Angles—A Handsome Store.

The very handsome store of the Lyons Tailoring Co., Hamilton, which has just been completed, has a frontage of 24 feet, divided into two windows. The entrance is twelve feet deep, making a very large window. Back of each window is a cross vestibule 4 feet wide running across the full width of the store. Back of this again is the real front and entrance to the store. This cross vestibule permits the public to view the goods in the window from three different sides and also gives a front entrance to the upstairs independent of the store proper.

The men's furnishings department is equipped with the newest and most up-to-date cases and is located to the left of the entrance at the front of the store. The hat department, which is similarly equipped, is immediately opposite. In the tailoring department the cloth is displayed on forms placed on tables. The measuring and trying-on rooms are located at the rear of the store as is also the office. Wall cases are used for keeping the finished garments in. The second floor is devoted to the cutting department and the stock-room. The third storey is devoted to the tailoring shops.



Plan of entrance, new store Lyons Tailoring Co., Hamilton. Note vestibule at rear of windows admitting view of goods from three sides.



Interior view of the Lyons Tailoring Co.'s new store, Hamilton.

How Salesman Converted His Customer

An Interesting Instance in Which a Salesman Exploded the Fallacy That a Person Must Shop in the City in Order to Get Satisfactory Values — Comparison and Tactful Demonstration Did It.

A SALESMAN tells the following very interesting experience in convincing a customer that he could buy more satisfactorily at home than by going to the city. The customer in this case asked for a coat, and it will be noted that skillful demonstration, actual knowledge of goods and values and tactful presentation of the case finally won the day:—

The Saturday before Thanksgiving I went down home, and happened to be in the store of my old proprietor. That night when a customer came in and wanted to see some coats, the proprietor was busy, so the customer asked the junior clerk to show him the coats. This the clerk did, and did his best, but he had had very little experience in the business. The customer looked over the coats and asked a few questions as to size and price. I was standing nearby and heard all he said, but didn't want to butt in unless the proprietor asked me.

Finally the proprietor got through with his customer at the front of the store and came back to where the coat customer was. The customer asked the proprietor the price of the coat, which, he answered, was $16.50.

He Had Got the Habit.

Now, this was a very peculiar customer, and had been in the habit of going out of town for his clothing. After the proprietor had talked to the customer for a while, he called me over and asked me what I thought of it. I looked at the coat for a while, thoroughly examined it, and then tried it on to see how it would fit, as it was marked my size. The fit was excellent, and certainly was good value for the money. I have sold many coats for twenty dollars that would not give a particle better wear, appearance or satisfaction, but this customer was of the opinion that he could buy cheaper out of town, so I had a good chance to show him where he was getting a cheap coat, not as far as money alone is concerned, but for both the money he was investing in it, and the wear and satisfaction he would get out of it. Finally I got him persuaded to try the coat on, and he saw to his satisfaction that it was an excellent fit and had been made for a model exactly like himself. He kept the coat on for awhile, took a thorough look in the glass and seemed well pleased with the coat, but was still under the impression that his out-of-town buying plan was the best.

An Apt Demonstration.

I had a coat on that I had bought from my proprietor three years ago, and was made by the same firm as the one I was making an effort to sell. I showed him the coat I had bought and worn for three years, and as the coats both retailed for the same money, I had a good opportunity for comparison and made use of it, but he still was under the old impression. I was just on the verge of giving up when I saw the clerk unpacking some fur-lined coats, and remembered that we had sent for fur-lined coats for this same customer two years ago, and he didn't seem satisfied with them, so, although we offered him the coat at invoice price he didn't take it, but went to the city and bought one. I now asked him how he liked his fur-lined coat. He said he liked it very well, but would have to get a new shell on it this year. I showed him these coats that had been just unpacked, and saw that he became interested in them. He asked the proprietor the price of them, and he told him that he had something of extra value there and that he believed he could beat the city stores for prices on it. He told him the price of the coat was $50. The customer looked at him for a while, then looked at the coat, and thoroughly examined the coat again. Then he said, "Well, I can't see any difference between that coat and the one I bought in the city and paid $68 for it, and they told me it was a $75 coat." I saw a chance to score, so told him that had he bought the coat we offered him for invoice price, which was $50, he could this year have the new shell put on for less than the difference he had paid for his coat in the city, and also would have saved his expenses to the city, which would no doubt run into considerable money.

He thought for a while, and then said, "Well, I believe you are right there." In the meantime, I had put the $16.50 coat on, and had it buttoned up, and stood in front of him where he could get an excellent view of it, and I said, "Now, Mr. ——, you are getting the same bargain exactly on this coat as you would have had you taken the fur-lined coat we offered you two years ago for $50."

He considered for a moment and then looked up at the proprietor and said, "Well, you had better wrap it up, and I'll take it home and see how they like it at home." This was done in a very pleasing way, for we were only too pleased to see that our customer was beginning to see that he could buy to better advantage at home than he could in the out-of-town stores.

Customer Was Pleased.

Thanksgiving morning I met this customer and saw that he was wearing the coat he had taken home with him Saturday night, and told him that he looked fine in it, and that he had certainly got a satisfactory bargain.

He said, "Well, I like it now, and they were satisfied with it at home, so I have decided to keep it."

It took a long time and a great deal of patience to win this customer, but it certainly repaid us.

Definite Advantages of Time Element

Commonest Figure in Business Life is the Man Who Can Never be Found Twice in One Location --- Disregard of Time Element in Business Cause of Many Failures --- When a Partnership is More Desirable Than a New Business --- Always Two Viewpoints.

TO every young man who has devoted any length of time to one particular line of activity, there comes the temptation sooner or later to leave the employer from whom he learned the greater part of what he knows about the business and to start up for himself. Encouraged by the fact that a certain amount of capital is available, that his friends urge upon him the wisdom of the step, and that he has every reason to anticipate a fair amount of patronage, he opens an establishment of his own.

In many cases he reasons like this: "Well, here's the old man; he has been making money hand over fist. I'll admit he has treated me fairly, but I think I owe it to myself to get after a larger portion of what's going. Watch me make some of the old ones step lively."

ONLY THE EMPLOYE'S VIEWPOINT.

Accordingly, this young man who has only had the employe's view of the proposition, equips his store, selects his stock, hires his staff by taking the best men from other concerns at better salaries, and swings wide the doors. He is confident that he has improved upon his former employer's policy, by eliminating everything that struck him as being conservative or "old fogey," in buying, in merchandising, in general system and policy.

Six months, a year roll by, and the "old man" is still in business and evidently as prosperous as ever. By this time the young man has discovered that there is both an employer's and an employe's viewpoint; that the ability to pilot a business is sometimes more than an inspiration that instinct has more to do with than he supposed; that after the first fanfare dies away the problem is one that calls for something more than an experience that has only taught him the surface principle. It dawns upon him that on entering business for himself he had invited responsibilities which he knew nothing of as an employe. He had reckoned that by hitching his business, in the first place, to available cash he could sweep through everything to success. He did not see that what he attributed to conservatism in his former employer was actually the foresight which had that full sweep of vision extending from the day of small things along through years of competition to its present status of solidity. He had brought his business along from infancy to full-fledged manhood. First it had crawled, then toddled, then stepped out with increasing confidence, and a full set of teeth. This had begot an instinct which a few years in the office or behind the counter could never develop.

BEGAN AT WRONG END.

The young man failed because he began at the wrong end; spent money lavishly where a man with a better schooling would have held back and adjusted his effort to business conditions. He made mistakes in buying, in merchandising, in management. He made unheard of concessions to customers, regardless of the day of reckoning, and after two years, when he was making a final struggle, he was prepared to admit that his ideas of business had been wrong, that he had been long on theory and short on hard-headed, practical, profit-seeing sense, that his capital had been unwisely applied, that he might far better have listened to the reasoning of his old employer who had pointed to the insufficiency of his training and who had proposed that, by devoting himself faithfully to his position, he would eventually have been taken into partnership, given an interest in the business, or commanded a situation far more satisfactory than that involved in the launching of a new business with its attendant responsibilities and struggles.

DISREGARD OF TIME ELEMENT.

There are many examples in the business history of this country in manufacturing and in retailing in which men have failed because of that disregard of the "time element," as James H. Collins calls it in his article "Bulwarks of Business Policy," which appeared in a recent number of the Saturday Evening Post. It is this instinct, he states, which has made Sheffield, the world's chief steel centre, and which is the basic element in many other industries. In the Sheffield district, iron has been wrought since prehistoric times and one of the most necessary factors is the Sheffield workman. What the chemist ascertains by scientific refinements, the workman has long known by watching the behavior of metal, following its caprices in working, and by his sympathy and feeling for steel acquired from previous generations. In the same way Lancashire workers have the same instinct for cotton; Yorkshiremen for wool; the people of Staffordshire for clay and pottery.

"Here is an interesting factor in business—the factor of growth," writes Mr. Collins. "Call it the time element and regard any business from the standpoint of whether it has it or has it not. Many a staid old house that ought apparently to be out of existence because of its conservatism, is found run-

Three unit trims are grouped in array of men's shirts and acces sories. Courtesy Polay Fixture Co., Chicago.

ning along because the time element is behind it. On the other hand, many a vigorous, enterprising young concern falls short of complete success because the time element is lacking or not properly utilized.

The Man Who Never Sticks.

"One of the commonest figures in business life is the man who can never be found twice in the same place. He may be a salary-earner who has a new job every time one meets him and a long explanation of why there was no chance for him to develop properly in the old place. Again, he is the small promoter who sends out several times a year an engraved announcement to the effect that, on account of the unprecedented increase in his business, he is reorganizing and moving into a smaller, cheaper office. This type is also found among the executives. Many a corporation falls just short of paying dividends because it is hampered by a president who will not stay long enough in one spot for the lightning to strike again.

"A shrewd policymaker at the head of an Eastern concern says that there is a definite advantage in staying in the same place. If a little cobbler sticks to his little shop in a city neighborhood fifteen years he may be only a little cobbler after all, earning about the same income with his pieceing and patching; but a certain unearned increment will have resulted from his staying there so long. For a year or two at the start, he got chiefly odd jobs. Then customers who liked his work and himself began to come back again and recommend him to others. In five years everybody knew him. In ten years he had become a neighborhood landmark. By the time fifteen years have passed, people assure one another that he has been there in that same shop for forty years at least—to their personal recollenction; that he cobbled the shoes of their fathers and grandmothers before them; that he looks to-day exactly as he did forty years ago—not having changed a bit; that he is about the only cobbler left in town nowadays who can be trusted to do a job of tapping in the good old-fashioned way.

"Business is largely a matter of healthy roots.

"The time element accounts largely for the fact that three-fourths of all the brass goods made in the United States are turned out in the Naugatuck Valley. The roots of the brass-making industry there date back to Colonial times. All the new ideas for

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED
73 King St. East, - - Toronto

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE ______________ 191

PLEASE TELL ME WHERE I CAN BUY ______________

____

____

NAME ______________

ADDRESS ______________

brass goods gravitated there and the district furnished ideas of its own abundantly. The time element in the Valley is as strong as yeast. A bit of it transplanted elsewhere starts a brass-mill going, but the original leaven is in no way decreased.

INDUSTRIES WITH STRONG TAPROOTS.

"Similar stories of growth can be found in connection with our other staple industries—collars and gloves in New York, pottery and silk in New Jersey, textiles in Massachusetts and Pennsylvania. Our great Trusts are all founded on industries that, through solid development of technical practice and sure linking with basic demand, have sent strong taproots into the time element.

"Through every line of business this time element runs. It may not always be recognized or used; but it is behind the success or failure of many an enterprise, and can be made a potent force in the hands of an executive who lays out business policy in accordance with it.

"An energetic, ambitious young firm enters a given trade. The men behind it have original ideas. It will take a year's hard work to make the new firm known and perhaps five years to make it secure. Meanwhile some conservative old house in the same trade holds the balance of patronage and prestige, because it possesses ancestors running back two generations and keeps its old customers and its old workmen.

"If competition by the energetic young house is felt at all, very often a slight change in policy, a minor concession to customers or one young man on the board of directors, will set in right. The time element is behind it.

YEARS OF MISSIONARY WORK.

"In another line a new invention is announced. It seems so practical, ingenious and economical that its effect upon existing staples will be revolutionary. Goods that the world has used for that purpose seem destined to disappear. Yet they seldom do. They hold their own because they are rooted in the time element. Years of missionary work will probably be needed to put the new invention on a profitable basis, and stratum after stratum of public custom and prejudice must be cleared away before it is made a rock-ribbed staple in the market. That missionary work was all done for the existing staples years ago. They are rooted in the time element—and the burden of proof and work rests on the innovation."

Interior view of the McKay store, Hamilton, showing method of stock arrangement adopted in all of the branches.

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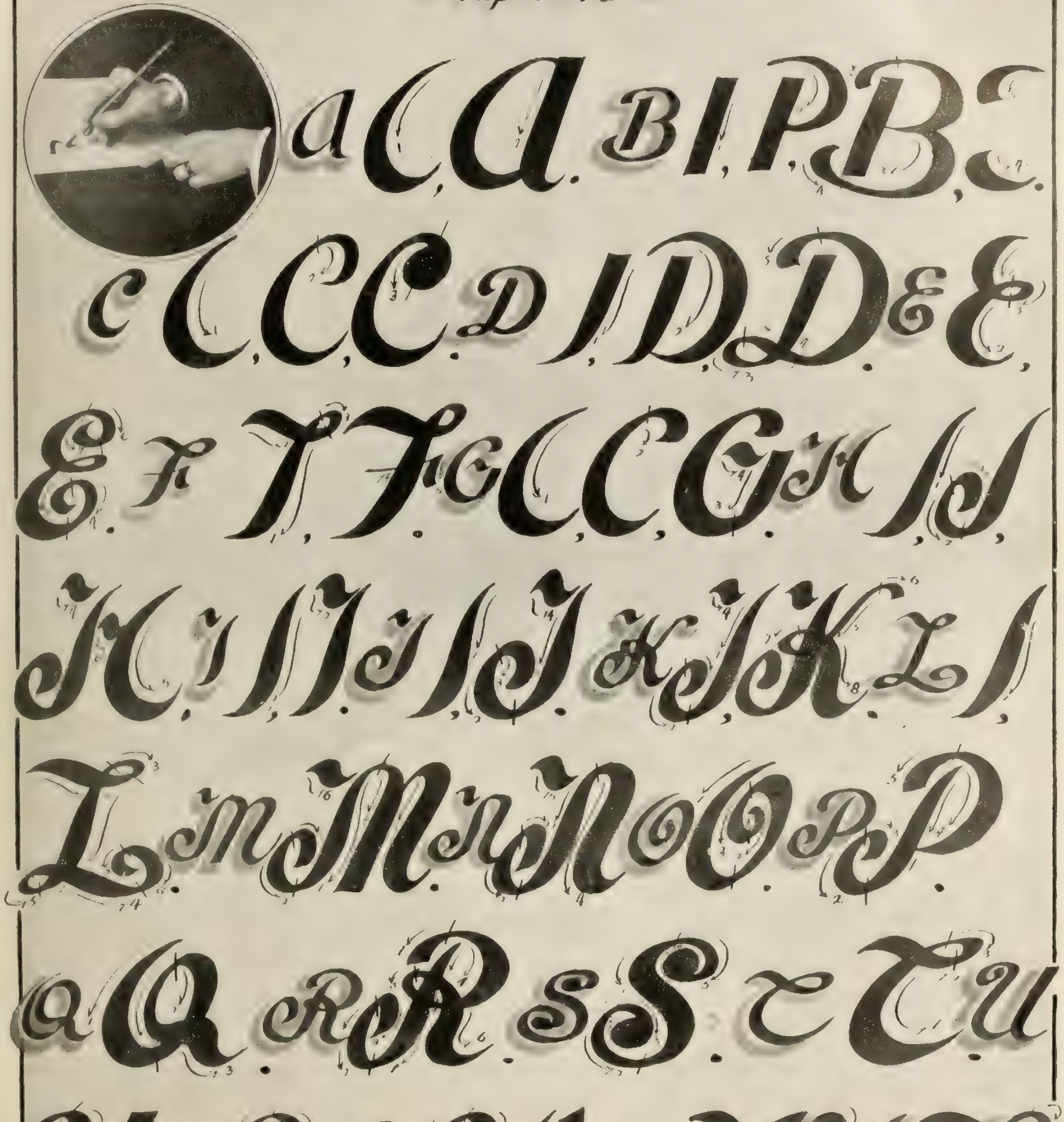
Plate No. 13 - Eccentric Brush Stroke Script

~ Capitals ~

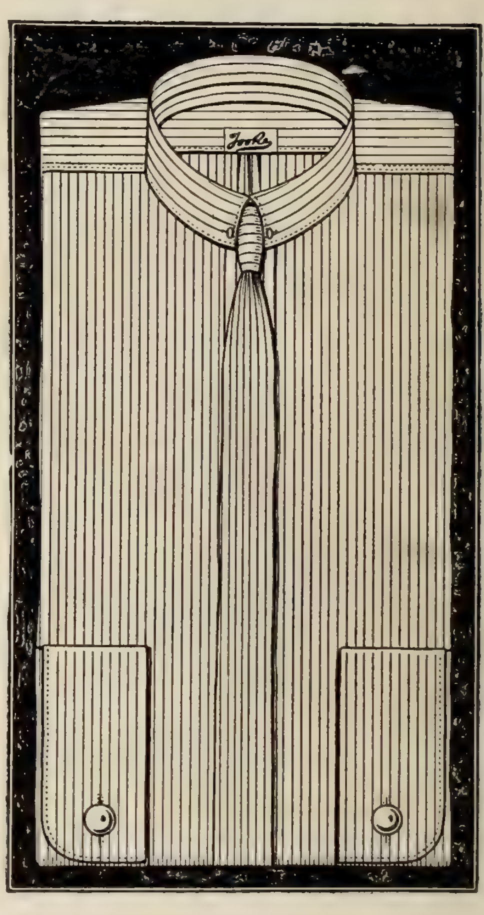


Arrows indicate direction of brush stroke. Practice will soon master this letter.

Have You Placed Your Order Yet For

TOOKE

Spring Shirts?



If you haven't, don't put it off any longer.

The demand for Shirts with French Double Cuffs and Soft Fold Collars promises to be stronger than ever with the opening of Spring.

TOOKE Soft Shirts for 1912 are certainly better than ever—more suitable in materials, handsomer in designs, of Tooke's usual excellence in tailoring, and hand laundered.

Tooke Soft Collars, and Combination Sets of Collar and Tie to match, in a wide range of materials and patterns, will please your most fastidious as well as your most economical customers.

FOR PROMPT DELIVERY ORDER NOW.

TOOKE BROS., Limited, MONTREAL

Manufacturers of Shirts, Collars, Neckwear. ∴ Importers of Men's Furnishings.

FULL STOCKS, INCLUDING MEN'S FURNISHINGS, CARRIED IN OUR

WINNIPEG WAREHOUSE, - - 91 ALBERT STREET

THE MEN'S WEAR REVIEW

Vol. 2—No 2 | OFFICE & PUBLICATION 143-149 UNIVERSITY AVENUE, TORONTO | Feb. 21, 1912

(SECTION)

Containing Authoritative Style and Market News and Practical Merchandising Information for Dealers in Men's Clothing and Furnishings.

Features of This Number

Planning the Front of Your Men's Wear Store.

Salesmanship that Backed up the Advertising.

News and Views of the Men's Wear Market.

C. W. T. A. Men and their Work.

Built up his Business by Specializing.

Marks & Price Open Well Equipped Men's Wear Store.

Effective Men's Wear Windows Illustrated.

Give the Boss a Pointer. (Competition.)

Authentic Market Information with Illustrations of New Goods.

How Ad. Men are Describing their Spring Lines.

ART CLOTHES
IN PARIS

This picture illustrates one of the set of six style cards for Spring. The originals are 20 inches by 30 inches, and are reproduced in six colors on heavy board.

THE "**Art Clothes**" Selling Outfits for Spring, 1912, are out—nearly one hundred more of them than last year.

Men's wear merchants write in every day telling us that the 1912 Samples and Models are cracker-jacks—the best they have ever seen.

That means a busy season for them and for our tailors—five months of active selling at the Top Price with Big Profits for you.

By our plan there are no bargain sales provided for. We eliminate both risk and loss for the dealer.

Every order means a definite fixed profit. "**Art Clothes**" are the line that makes money for the hustler—the man who brings in the trade and gets the orders.

For a few more hustlers, the kind we want, we can provide the 1912 opportunity to make money. We can show you, and we want you to show us.

The
Art Tailoring Company
Limited, Toronto

A New Shape

This popular shape—the Leinster—is a neat, dressy collar, which can be worn on nearly all occasions, and the wearer will be comfortable.

The Leinster has all the good features of the Success line, careful cutting, exact sizes—and the eyelet buttonholes which button easy and hold the collar firmly in shape.

Order Leinster from your wholesaler — this will prove what good sellers Success are. Ask your wholesaler to send you a book of Success shapes.

You cannot get better than Success to retail at 2 for 25. Then why stock a not as good?

Order from any Wholesaler.

The Canadian Converters' Co. Limited.
Montreal

Splendid Opportunity

For a Good Merchant to Improve Trade

Show the Ryan Glove to Customers. The guarantee placed in each pair by the manufacturer is proving to be the best selling assistant ever given to the retailer.

The manufacturer is positively sure the Ryan Glove is right, and he does not hesitate to guarantee to replace each pair returned if any defect whatever shows.

A merchant can say to his customer, "Wear Ryan Gloves. I know they are right. If not, I will make them so, because Ryan is back of them."

Ryan Gloves show a good profit to the retailer.

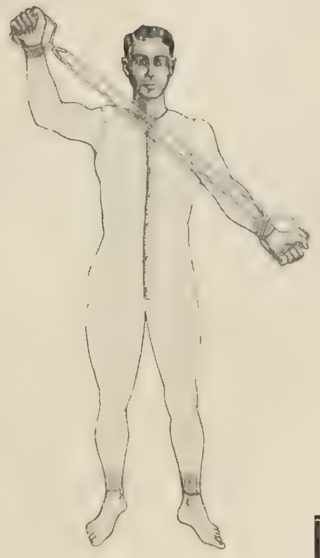
Sold by all the leading wholesalers.

THE ROBERT RYAN CO.

THREE RIVERS - - QUEBEC

E. H. Walsh & Co., Selling Agents, Toronto

Branch Ofiices: Montreal, Winnipeg, Vancouver



These Are The Union Suits THEY Will Want!

"THEY"—the men and women you want to please most with what you sell — don't require you to carry a multiplicity of lines of union underwear. Specialize on the kind they will like by far the best

ELLIS

Closed Crotch Union Suits

No gaping crotch, no clumsy double seat-flap, a union garment that REALLY is comfortable. See them before you stock up underwear for any season.

Every fault the old-style Union Suit had is banished from these. Ellis Union Suits, with the newly-patented closed crotch (back separate entirely from front) fit with comfort and give feeling of secure ease. Our process of knitting these garments explains why they are

Guaranteed Not to Wear Baggy

They'll hold their shape without becoming saggy; they won't shrink; they WILL suit the people who buy them—as you'll understand better if you try on a suit of them yourself.

ELLIS UNDERWEAR CO., LIMITED
HAMILTON - - CANADA

SELLING AGENTS:
Maritime Provinces:—J A. MURRAY, Sussex, N.B. Montreal and Quebec Province:—E. O. BARRETTE, & CO., Montreal, Que. Ontario:—THE EDWARD BURNS CO., Toronto. Port Arthur to Pacific Coast:—BRYCE & CO., Winnipeg and J. J. THOMPSON, Vancouver.

WE CAN SHOW YOU

where every copy of The Review goes. We showed a manufacturer in Hamilton last week who was from Missouri.

A poorly advised advertising solicitor for another publication told this manufacturer that our circulation wasn't half what we claimed.

That Hamilton manufacturer thinks less of that salesman now, because he saw for himself just who subscribes and pays for The Review.

He admitted it was an eye-opener for him, namely, the extent and quality of The Review's circulation.

The buying power of 90% of the dry goods and men's wear merchants of Canada is what you get when you advertise in The Review.

The Review has the confidence of its readers—that is why it pays its advertisers.

THE ONLY PAPER IN CANADA REACHING THESE MERCHANTS
THAT HAS ITS OWN SALARIED SUBSCRIPTION
REPRESENTATIVES IN EVERY PROVINCE IN CANADA.

A Campbell's Clothing Agency

will yield **Handsome Profits** to the General Storekeeper as well as to the

Regular Clothing Merchant

If we are not already represented in your town, we would appreciate a request from you for samples.

CAMPBELL'S CLOTHING is in the highest class in points of Fashion, Fit and Finish; and in the honesty of workmanship and materials.

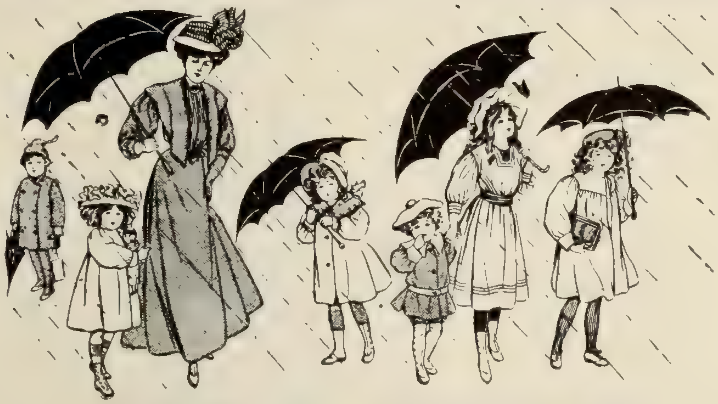
A POSTAL CARD TO-DAY MAY SECURE THE AGENCY FOR YOU

Our Special Order Service

Is the most profitable method of selling clothes. It does away with losses from unsold stock, high insurance premiums and loss from capital tied up in large stock.

It will pay you to represent us in your section.

The Campbell Mfg. Co., Limited, Montreal



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS

should ask for those proofed by

The Cravenette CO., Ltd.

DUST-PROOF as well as SHOWER-PROOF

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.

REGᴰ TRADE MARK
"Cravenette"
PROOFED BY
THE Cravenette Cᴼ Lᵀᴰ

Facsimile of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the quality of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

Make Your Neckwear Pay

Bring the young men to your store by showing ties and lounge collars that are not shown elsewhere in your town---neckwear that will appeal to the best dressed men---the men whose trade pays.

Our Spring line is the second we have shown and it will be to your benefit to see it early.

We ask your attention to our line of "Star" brand shirts and underwear.

Van Allen Company, Limited

Hamilton - Ontario

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps, patentees of "The Mascot," and other select shapes.

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring---The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

WHERE BOYS ARE CONCERNED

there cannot be too much strength and wear resistance in clothing. Knickers especially must be constructed firmly to give satisfactory wear.

"The Jackson Bloomer"

"LION" BRAND Bloomers

and knickers are made of the best materials and stitched to stay. This is the Canadian brand for Canadian boys.

Double Seats
Double Knees

Our lines: Suits, Knickers, Bloomers and Overalls for boys.

Write for Samples.

THE JACKSON MFG CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER

"Are You Prepared"

for the Boy Scout and Girl Guide business of your town?

Let us give you a tip, get the boy scout trade and you've got the younger generation coming your way. They have influence everywhere. YOU can get this trade and hold it by handling

"MILLER'S OFFICIAL OUTFITS"

which are known and recognized throughout the Dominion as the best obtainable. We are authorities on these goods, and are the first Canadian house to make Boy Scout and Girl Guide Uniforms and Accessories, and have supplied 95% of the outfits used in Canada and the United States.

WE SPECIALIZE IN CADET UNIFORMS

Write Dept. No. 1 for Illustrated Catalogue

The Miller Mfg. Co., Limited
251-253 Mutual St., TORONTO

GET OUR LINE

OF

FIT & FASHION CLOTHING
REGISTERED

To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "**new**" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)
GUARANTEE—If not satisfactory, your money back.
Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, Toronto

MENS CLOTHING AND FURNISHINGS

Market News and Views

The slender silhouette in Men's Clothing—Latest novelties in canes—Importance of boy scout lines—Locality contrasts in Toronto—After-hour entrance displays.

Reports that have gone forth from the Custom Cutters' Convention in Buffalo indicate that the "slim silhouette" is to be the thing in men's clothing styles this year. While this news may be somewhat disquieting to the man who throws a somewhat bulky shadow it may well be questioned if the slim, so called, English styles will have any marked influence in the Canadian market, which has always demanded a happy medium.

* * *

Clothing manufacturers who are now filling their Spring orders report conditions to be generally satisfactory. Road representatives returning from the West state that with the exception of a few local "bad" spots the market there is in a very good condition, with great promise for a satisfactory season's business.

* * *

Men's wear merchants should ask themselves if they are giving adequate attention to leather novelties for men. Collar and tie boxes, whisk holders, wallets, shirt boxes, traveling cases and a score of other articles might be featured to advantage in a special case and advertised. Beyond carrying a few belts there are merchants who ignore this line altogether. Give it a trial.

* * *

Belt designs for the Summer season included several very neat fastening arrangements, which do away with holes and buckle. These are always neat in appearance and reliable.

* * *

A New York report states that there has been quite a lively demand for the business cutaway made from fancy suitings. The suit will be worn extensively during the Spring and early Summer by business and professional men. The coat meets the demand for a semi-dress garment for day wear.

* * *

With the increasing interest that is being directed towards it by the Government, the boy scout movement is assuming very large proportions. There is a constant enquiry for the distinctive scout clothing and the merchant who puts in a fair stock and advertises them should meet with a brisk demand. The Government is apparently preparing for an encampment of 40,000 scouts, and the influence of the movement will create an interest sure to develop a strong demand. Boy scout uniforms with complete equipments are now on the market and should interest the merchant.

* * *

Why is it that men's wear stores do not feature linen handkerchiefs more aggressively. Seldom does a salesman suggest or introduce these articles to a customer, and quite as seldom is it that they form part of any display. True they are very staple, but it has been found that a little advertising will bring to the retailer of men's wear considerable business that is now going to dry goods departments. New ideas for display are being introduced which should go far to assist the men's wear store in attracting a larger share of the business.

* * *

The contrast in the clearance sale signs of the stores on King street and Queen street west, Toronto, furnishes an interesting evidence as to the difference in trade standards aimed at by each locality. Along Queen street one reads such signs as these: "Money or bust; must have $20,000 by March 1st"; "Stupendous offerings, you can't get away from these bargains"; "Slashing prices in half"; "See these shirts. retarded by the late offering, but there was a fair de- the most part done in large, red letters on a white ground, and so frequently do they occur that one block in particular looks like a fire panic. The same plan is adopted every year. It is a way they have in Queen street west, where much depends on locality business. In King street west a red letter sign running across the front of the store would either indicate an auction sale or unprofessional conduct. When a King street merchant has something to clear out he does it in such a way that it will not jar the tender sensibilities of the high-class trade. A dignified card, a neatly filled window, probably an advertisement in an evening paper—these do the business. It all depends on the cultivated outlook and the atmosphere.

* * *

The latest word from London is that plain gold and silver-topped canes are still fashionable among the smart set. This type enjoyed great popularity among the dandies of a hundred years ago. Partridge canes hold their own very firmly and others in vogue are rock, with natural root markings on the handle, molacca, pimento, figured ebony, with beautiful marking and crocus wood; all these having gold and silver mountings. One of the novelties is a high-class cane with silver whistle fitted to the handle. This can be easily taken out and used. Another is a folding stick of crocus and other woods consisting of two parts which are screwed together for use. Canes with leather-covered handles are largely in demand in London. There is also an extensive range of canes set off with gold and filigree mounts, ivory mounts covered with gold filigree work, gold tops with enameled designs.

* * *

Complete boy scout outfits now on the market include suits, hats, stockings, haversacks, water-bottles, belts, scarves, flags, etc. The materials used are twill khaki, which is practically shower proof. Navy wool serge is also used for knickers. An attractive display of scout suits and equipment in the clothing section would undoubtedly prove of wide interest in the community. The development of the trade depends upon the amount of foresight exercised by the merchant.

* * *

"Hacker's hard hits hit hard. Prices hit, hammered, boggled and backed," is the way in which G. G. Hacker & Co., Osage, Sask., describe the values featured in an advertisement printed on green paper. He calls it a "Hard Hit" sale. This is illiteration with a vengeance.

* * *

What use do you make of the door of your store for display? Some merchants run neat trims directly in front of the entrance after the store is closed. In this issue the Review publishes a view of a door treated in this way.

* * *

A seamless suit, or seemingly seamless, has made its appearance in the market. So neatly is the cloth put together in the shaping that the garments give the appearance of being one piece. A special filling process applied to the seams secures the result.

* * *

To introduce their Spring opening a Toronto clothing house offers "free pants Saturday," while another merchant announces that he will give "a fancy vest free with every suit or overcoat ordered to-morrow or any day next week as an inducement to get you to come and see our new Spring goods."

A window display in store 7½ feet wide. Brennan Bros., Montreal.

Salesmanship Backed Up the Advertising

Instances in Which Salesmen Turned to Advantage the Interest Created in Customers by Display Windows, Show Cards or Newspaper Advertising—Large Sales Develop from Unexpected Sources.

THE salesmanship problem outlined in last month's competition had for its chief object the narration of instances in which salesmanship and the store advertising had effectively cooperated. The majority of the replies, however, only dealt wth the problem in a general way without illustration of any kind. Two notable replies are published here, both of which not only deal with the general policy of the store respecting advertising, but give an example of that kind of salesmanship which follows up the interest created. The first article is by J. J. McNabb, Listowel, and the second by W. J. Martin, with W. J. Eby & Son, Beeton.

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Window Aroused Interest—Salesmanship Did the Rest

In the first place, states Mr. McNabb, we keep every article in the store ticketed and marked in plain figures. We tell every salesperson that, should he come across an article without a price ticket that it his duty to put the piece of goods or article before the proprietor, or manager of the department and see that the proper price is put on it at once so as not to make confusion between salespersons and customers.

Nothing is more disagreeable in a store than to hear clerks or customers wrangling about the price of an article. It hurts a merchant's business, also drives custom away.

Secondly, when a sale is advertised in any special department or in all departments, we cut the advertisement out of the paper and have each advertisement of each department placed in the most conspicuous place in the department so that clerks and customers can also see what is advertised in each department of the store.

We have found the most effective way is to have show cards up in each department with descriptions of the goods advertised on them, also the prices. These form an attraction to the customer and we have heard many remark, "Why, I never saw those advertised," or "I didn't know they kept those articles in this store." These are the people who, when they see such things advertised and can see the prices for themselves, find shopping easy. They tell the other person, who also comes to your store, and in a short while you have gained many new customers through your advertising plan. In having your advertising attractive your sales force cannot help but take an interest in the goods advertised and boost them. It is simply next to useless for a merchant to put an advertisement in a paper, never tell his sales force about it and perhaps have some goods advertised that the clerks never saw before, or knew nothing about.

If a merchant wants to make his advertising pay he has got to have it attractive and boost it. Very few people will stop to read an advertisement in a weekly paper that is crowded and all jumbled up in fine type. This counts a little, but it is the show cards throughout the different departments of the store that bring the chief results.

I think when advertising is followed in this way that there is no trouble with the sales force to take an interest in the store and it seems to come natural: at least we have found it that way.

ATTRACTED BY THE WINDOW.

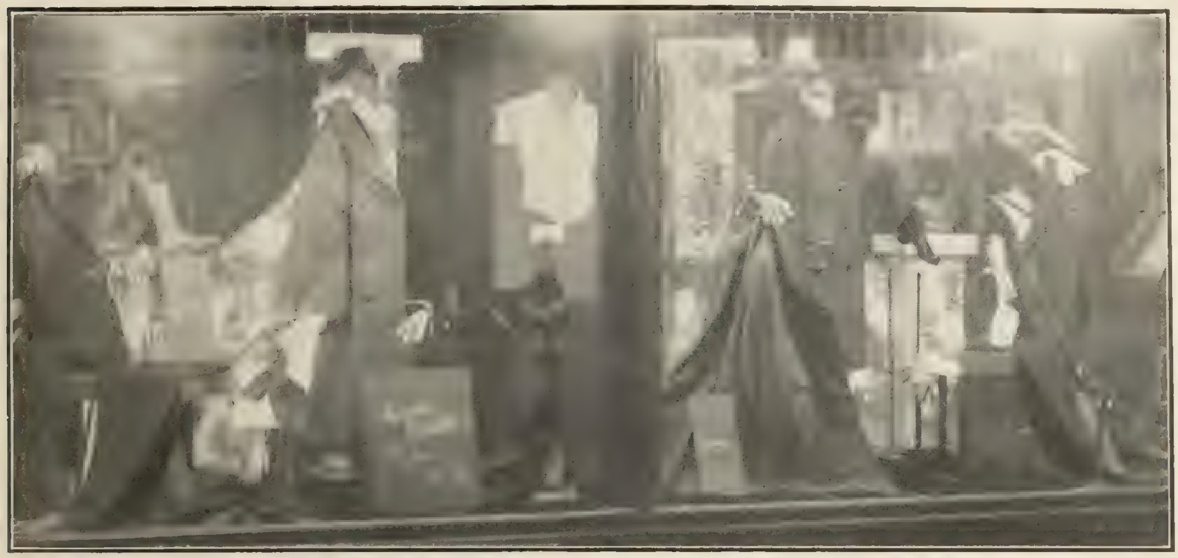
One day this winter we had some silks in the window and had them ticketed at a special price, as we had our annual January sale on, and were trying to clear out these lines.

I was standing by the window and saw two ladies and a gentleman stop and the ladies began to admire the silks. One of them belonged to our town and the other lady and getleman, as I found out afterwards, were visiting her from the West. I thought they had been in the store before, looking at furs, so thought perhaps if I could get them interested in the silks I might possibly land them on the fur deal. I stepped outside and spoke to them. After a few remarks regarding the weather, and so forth, the town lady asked if we had a certain shade of the silk, the same price and quality as that in the window. I told her we had and said that if they would kindly step inside I would only be too pleased to show it to them.

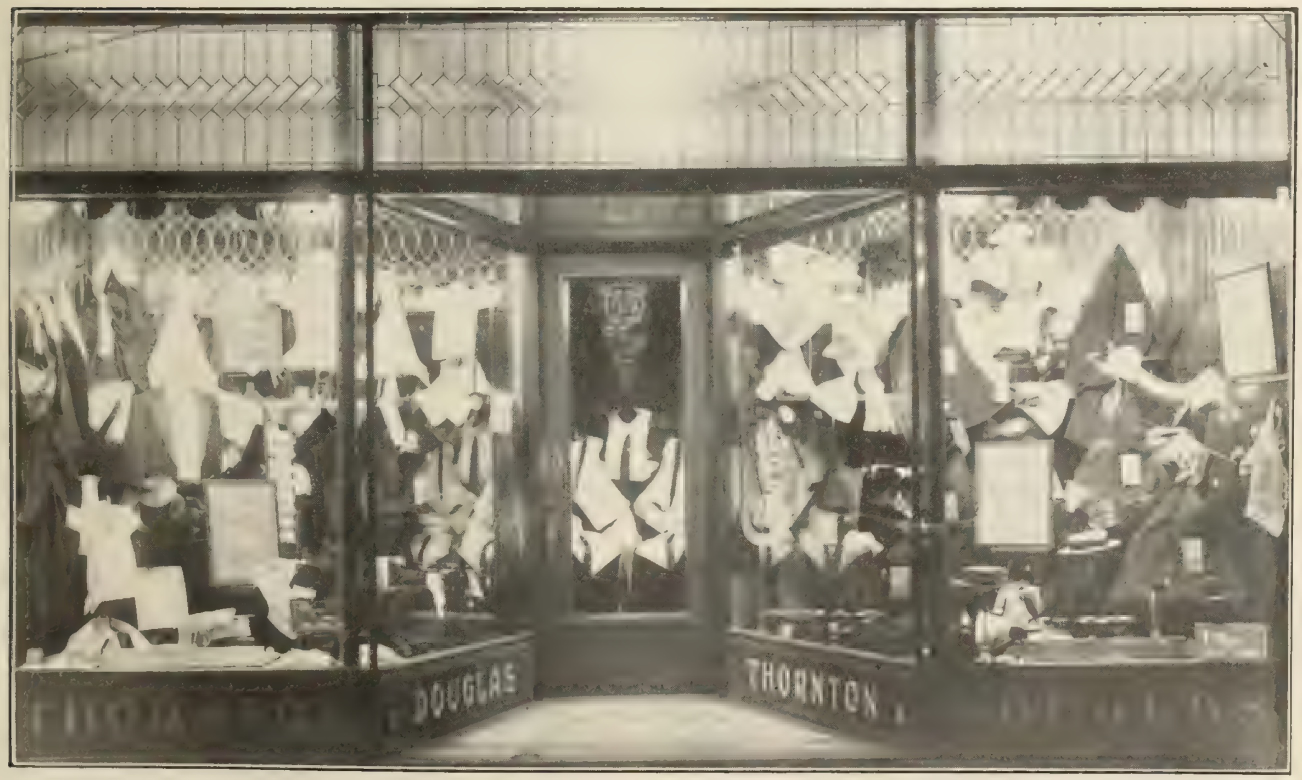
This being done, I displayed the shade of silk asked for, which proved satisfactory and sold the lady a waist length. I now saw a chance to try and score so began a conversation about the cold weather and then led on to the wearing of furs, etc. Then I made the remark that we were selling all our furs at a reduction of 20 per cent. This aroused the attention of the other lady and she asked if we had any sable muffs. I showed her what we had, which were of excellent value. She became interested in the goods and finally made the purchase.

The gentleman then inquired about fur coats. I explained to him the different kinds we had, also

Full Front Men's Wear Displays that Sold the Goods



Full front displays of men's wear lines have proved profitable wherever tried out. This one is by Reg. Brown, with the Cressman Co., Peterboro'.



Men's evening dress window. Color scheme—black and white. Accessories lightened up window, making attractive display. Cards in dark grey, with white lettering. A number of dress suit orders was the result of this display.

A doorway trim. A small shelf is hooked onto the door and trimmed each night at closing time. A good way to make a small individual trim. It pays.

A blue serge window. Color scheme—blue and white. Blues, if featured properly, make one of best windows of season. Cards in dark blue, white lettering. Brought good business in blues.

By Edwin E. Bell, with Thornton & Douglas, Guelph, Ontario.

the regular prices and the price we were now selling them at and asked him if he would look at them. To this he consented. I showed him the goods and explained to him how they were made, how the skins were matched and how the skins had gone through the most up-to-date process of curing. He then said that he was well pleased with the garments but thought he would like to look around. I then told him that he could buy a cheaper coat, but could not get as good a one for the same money. I pointed out to him the brand of the garment and explained to him that the trade mark guaranteed the goods and that we would stand by them. He was still under the same impression so he went out and looked around. Next day he came back and purchased the coat. He was perfectly satisfied with the goods he had purchased and I believe I won more of his goodwill and confidence by respecting his desire to look elsewhere first.

He had his own way and felt that I had the confidence of our goods and that I wanted him to be satisfied before he purchased. These people also bought a good supply of boots and shoes and staples before they returned to the West in the Spring. Their purchase in all amounted to something about a hundred and fifty dollars.

This customer came back for more goods and I believe he will keep coming now when we have won his goodwill and satisfaction and he has gained confidence in us.

It certainly pays to advertise in a clear and attractive way and make every prospect count.

Competition is so keen nowadays that a merchant has to be alive and do his utmost to make shopping a pleasure to customers. The more attractive the more pleasing it is to them. It is the small things that lead up to the larger ones.

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An Unexpected Suit Sale

To back up the advertising of the store, writes Mr. Martin, I always have on hand the last one or two of the advertisements. To these I refer occasionally when showing goods to customers, especially in case of special prices being offered.

I take particular care in trying to keep the advertised goods well before the eyes of the public.

I dress one, or both, of the windows to correspond with the advertisement, also display the goods in prominent places about the store. In all cases I try to live up to what our advertisement occasionally claims regarding courteous treatment of all customers.

Let me mention one instance where I made an unexpected suit sale.

A young man was idling a few minutes in the store one afternoon. It was a dull day, but our conversation gradually turned toward clothing, etc. He remarked that he would soon have to get a new suit.

I at once clinched this opportunity and began in a leisurely manner to show him the cloths which were on the shelves. I began to urge him as he became interested. I told him now was the time to buy if he wished to save a few dollars, as we were this week allowing three dollars off the marked price of any suiting in the shelves, upon the presentation of our advertisement when paying for the suit. He soon found a cloth which satisfied him and left his order for a suit.

I could give you other instances equally as good as this.

Let me advise all salesmen to keep in close touch with the advertising of the store and do all they can to help make it pay.

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Getting the Shirt Customer

The secret of good shirt selling is to please customers. Many merchants and salespeople think this can be done by forcing them to buy something they do not like. A good shirt salesman must have as much patience as salesmen in other departments. He must show an interest in the customer, and be tactful enough to convince him that he is anxious to please his tastes.

He must not assume that the appearance of the customer is the keynote to the price of garment he should show. Many of the roughest appearing customers make a point of purchasing high-priced goods. They believe in putting quality ahead of price. It is, therefore, an impossibility to judge a customer in this way. The man who purchased a dress shirt last week may want a 75-cent negligee to-day.

There are many things that might be said, concerning the service that will please customers. Of course there is always one important requisite to the customers' satisfaction: "The merchant must have the goods asked for." It pays to have a small line well selected, rather than a large range bought carelessly.

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Handsome Scarfs for Men

In scarfs for men's wear on dressy occasions, the tendency this year seems to be towards the smooth weave and a less glossy and at the same time a heavier finish. The honeycomb weaves are still leading lines for popular selling, but the manufacturers are putting out a fine silk weave as a high novelty. This scarf has a very handsome and rich appearance, and yet it is quite popular in price and is made up of the artificial silk, which insures weight.

Give The Boss A Pointer! Can Business Be Improved?

EVERY salesclerk has his own opinions and often does not agree with policy followed. There are personal ideas unexpressed, suggestions that it would be hard or unwise to make; criticisms that cannot be heard because the boss would probably not stand for it or would not listen.

¶ The boss is not infallible, however, and there are two sides to every problem. To suggest changes might mean trouble but defects should be rectified.

Ideas Often Bring Promotion And The Boss Should Know

¶ A suggestion as to mistakes unconsciously made, improvements to the policy of the house, advertising, buying, stock-keeping system, store spirit, everyday connections, and looking to the removal of unnecessary restrictions might effect a change and eliminate the trouble.

What Problems Are You Bucking?

¶ Other merchants and salesmen have similar experiences and might profit by the suggestion or give instances in which you are falling down. What hint have you for the boss? Pass it along so that it may reach him. He may apply it to improve the business. For the best replies the Review will pay the following:—

FIRST	SECOND	THIRD
$3 and Review for One Year	**$2 and Review for One Year**	**$1 and Review for One Year**

Other answers reserved for publication will be paid for at the regular correspondence rates. All replies treated confidentially. No names published.

Prize replies will be published in March midmonth number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Ave., Toronto, not later than March 11th.

Built Up His Business by Specializing

Edward Chapman, Vancouver, Adheres Largely to Branded Lines and Develops High-class Trade --- Advertising Value of Quality --- Ladies' Accessories in Men's Wear Store.

SPECIALIZE! Specialize! Specialize! This is practically the whole story that attaches itself to the record of Edward Chapman, Vancouver, as a successful men's wear merchant. And in all his specializing Mr. Chapman has singled out the branded line for his purpose. It is an idea that he has adhered to from the start, and the result is a store absolutely to be relied on for quality and price.

QUALITY DID IT.

When he entered business in Vancouver twenty years ago, as a partner in the old Page-Ponsford business, the city was different from what it is to-day.

In those days many of the people who were coming to Vancouver to help build up the city were from across the Atlantic, and in Page-Ponsford's they found the goods they knew in the old land. With the growth of the city, they remained with the store which made quality the first consideration, and today in the Granville Street location Edward Chapman has a business to be proud of.

RENTS HIGHER: TRADE IMPROVED.

Mr. Chapman remembers when the rent on Hastings Street, not two blocks from his present location, was $60 a month, while to-day he pays $500. But then the condition of trade is better. He notices also that the demand for better qualities is stronger than ever, and improves every day. Vancouver has come into the class of city where money is fairly plentiful, and when a purchaser wants an article of wear he wants it good. When he wants it good, he goes to Chapman's. This store has always relied on getting trade because of its goods. For the same reason bargain sales were never necessary, as good quality goods were good at any time. Seasonable reductions as incentives for buying are never out of place.

FOUR TIMES ORIGINAL SIZE.

The growth of trade is indicated in the increased size of the premises, the present location having four times the floor space of the original, with almost double the frontage, with a basement in addition.

British goods are a specialty at Chapman's, principally for the reason that these manufactures have established reputations for quality, extending over even half a century. Mr. Chapman controls the distribution of Irish poplin for the Pacific coast, even as far south as San Francisco.

LADIES' SPECIALTIES.

While this is a men's furnishing store, ladies' specialties are stocked. These include gloves, hosiery, hand made Irish lace, and such staple lines that are in accord with his general stock of goods. No matter how busy a day might be, no excuse is ever accepted for leaving goods about that would detract from the neatness of the layout. To have everything spic and span, not gaudily arranged, but convenient and displayed to advantage is a feature, and an essential concomitant of success.

A patron on entering the store at once notices that the fine goods shown in the windows are not specially selected but are taken from the general stock.

EXCLUSIVE ADVERTISEMENT SPACE.

Another constant feature is steady newspaper advertising. For twenty years this store has always set forth in principal lines in a certain space, and although a reputation and a trade has been established, still the name of Chapman may always be noticed in the newspapers that reach every home.

AN ART CONNOISEUR.

Not every one knows that Edward Chapman is an art connoiseur. As a side-line he handles oils and water colors of superior quality, in this, as in other lines, high class being the watchword. These paintings are by Old World artists of note. Mr. Chapman does not advertise this line, but his pictures are known in an exclusive circle who know that his taste can be depended on.

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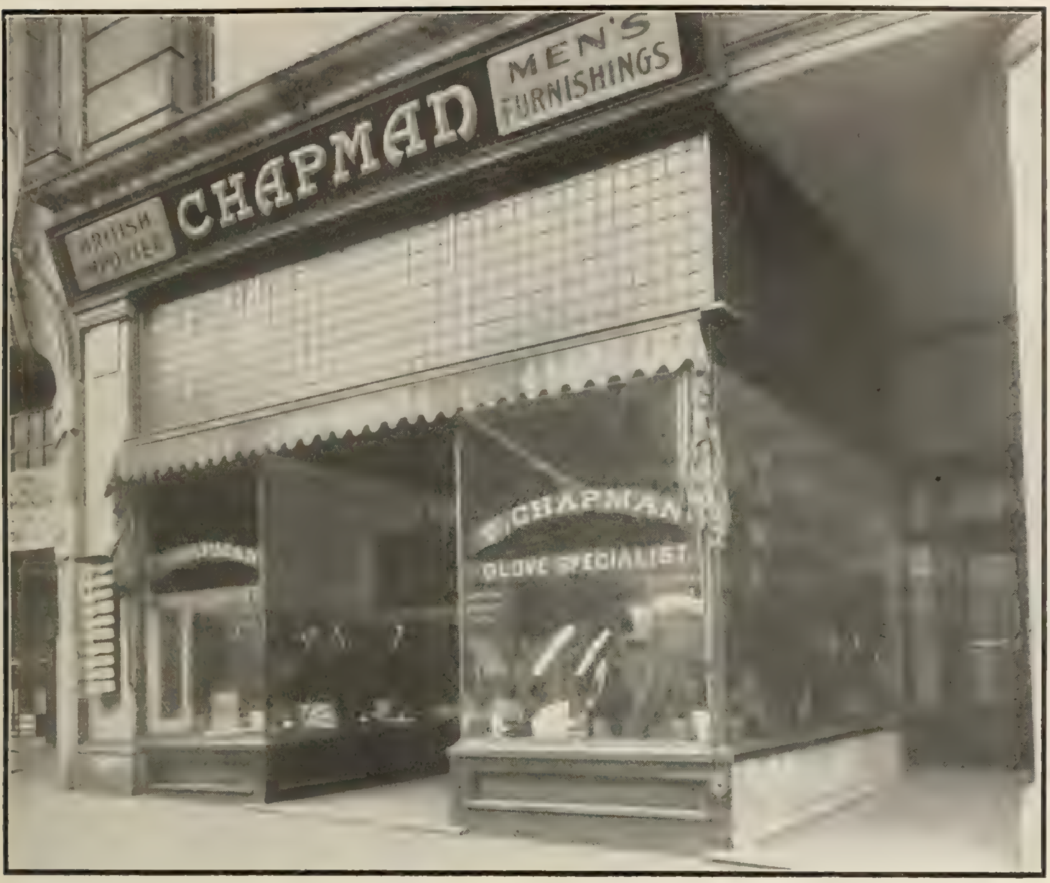
A Candle Contest

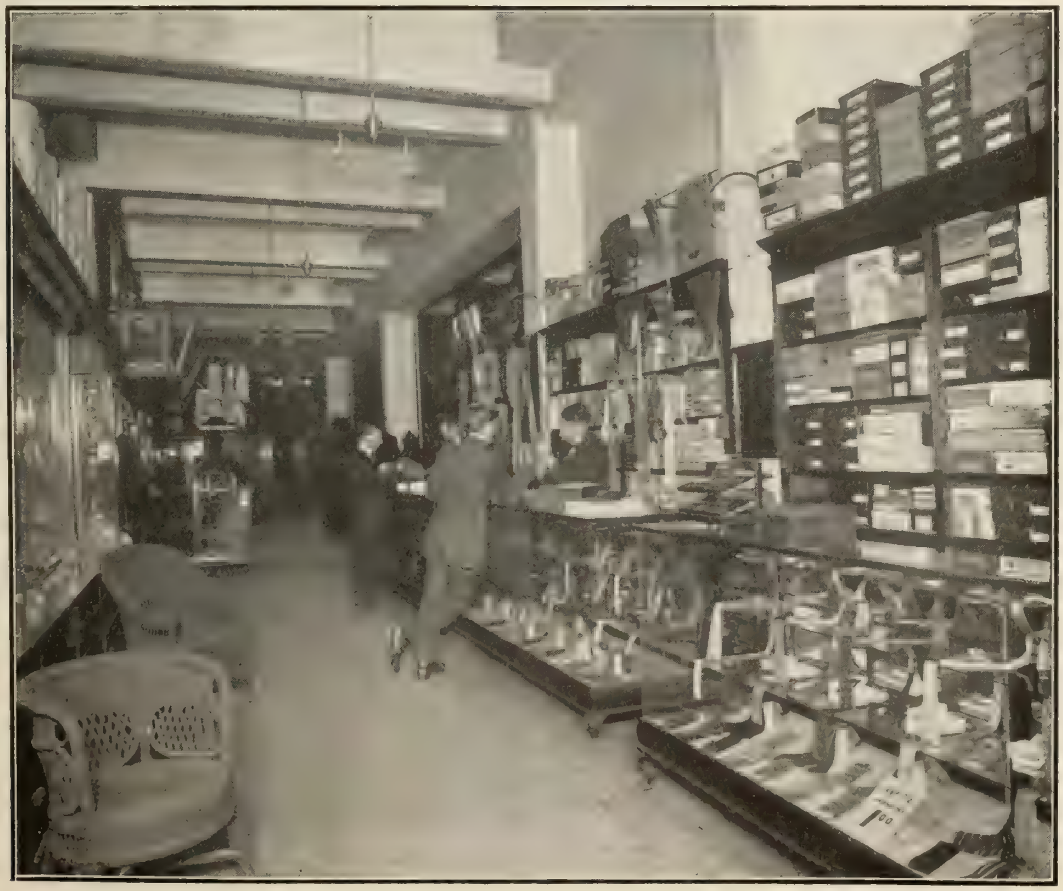
J. H. Blumenthal's Sons, Montreal, recently carried on a novel guessing contest. A large candle was placed in the window, and the boy who came nearest in guessing the number of hours the candle would burn, a prize was given. Second and third pries was also offered. On a certain date the candle was lighted, and much interest was created.

The conditions of the contest made it necessary for each contestant to make a purchase at the store.

This firm finds advertising of this nature a paying investment when carried on along proper methods.

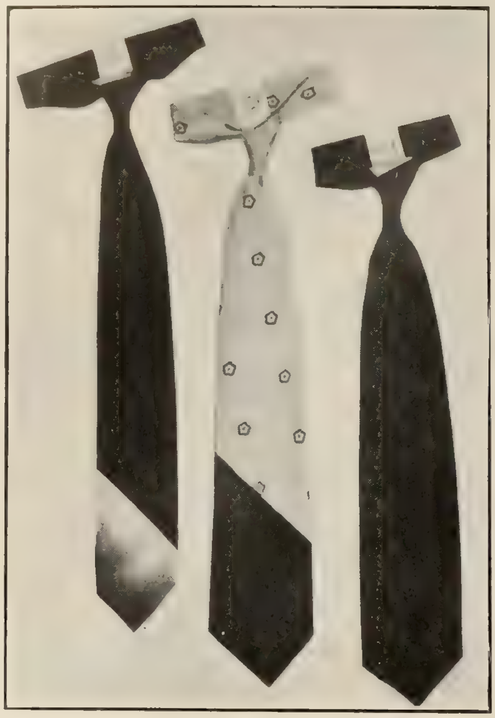


Window arrangement of the Chapman Store, Vancouver, showing deep vestibule, making it possible to view central display from three angles.

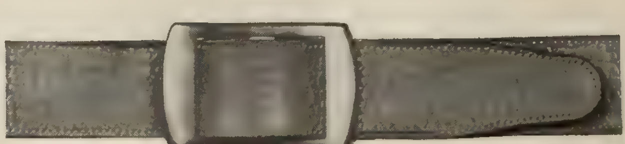


Interior view of Chapman store, showing neat display arrangement. This store also specializes in ladies' accessories.

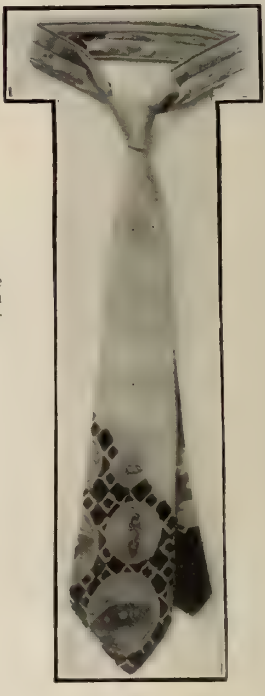
Spring Novelties for the Smart Men's Wear Store



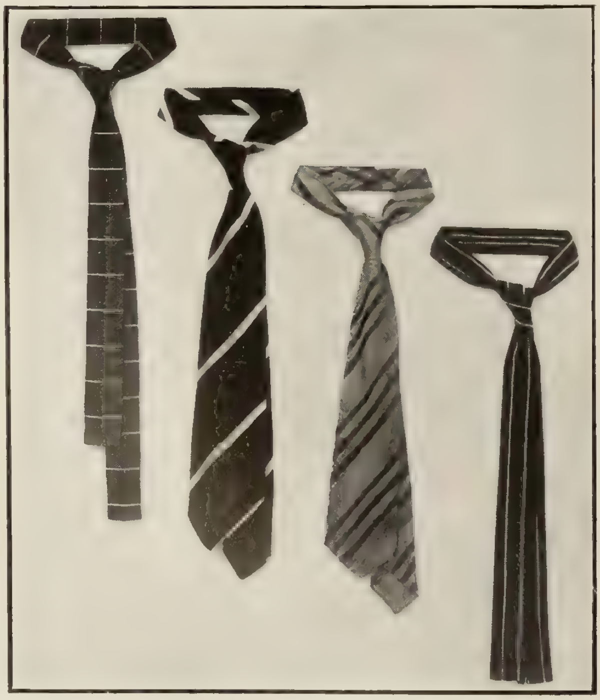
Easter neckwear, two showing bordered end designs and one with black ground with bias stripes graduating to knot. By A. T. Reid Co., Toronto.



The feature of this belt is the invisible fastening by means of a small sliding bar inside the buckle. This does not injure the leather and gives a neat appearance. Made in all leathers. Western Leather Goods Co., Toronto.



Fancy bordered novelty by the Niagara Neckwear Co., comes in 12 of the latest shades, beautifully blended.



Spring neckwear novelties in bars, diagonals and stripes, by the Van Allen Co., Hamilton.

REID'S KERCHIEFS

Handkerchiefs
retail at:

1 for 10c.
3 " 25c.
2 " 25c.
3 " 50c.
1 " 25c.
3 " $1.00
1 " 50c.

Soft Laundered,
ready for use.

QUALITIES
GUARANTEED

The above Handsome Case and Display Rack are furnished FREE with Reid's Handkerchiefs. This idea has demonstrated that it will greatly increase your handkerchief business—in most instances it has tripled it.

The Cases are made of Circassian Walnut, or Mahogany, and the Kerchiefs are boxed according to prices in sealed packages—thus assuring cleanliness.

Complete outfit, including Case, Rack, Price Tickets and Signs, furnished free with a $50.00 purchase. Select your own qualities of Handkerchiefs. Delivery about April 1st.

A. T. REID CO., Limited

TORONTO

Sole makers of "Real Bengalene" Neckwear

Pure Silk Knitted Cravats **The Famous Duplex Dress Tie**

NECKWEAR AND ACCESSORIES

Many Easter Novelties

Manufacturers report a strong demand for their new lines—Bordered ends a leading feature in High-class Knitted lines.

Neckwear manufacturers report an excellent prospect for early Spring and Easter trade. The retailer is keen for novelty and the lines shown this season have certainly been well chosen.

Many of the bordered effects are strong lines for Spring and Summer. In some cases the border is all the figure seen; the remainder of the tie consisting of plain materials. Other ties depict quite narrow pencil stripes about one and one-half inches apart. Checked effects with bordered ends are also good. Diagonal effects with stripes graduating in width to the knot are taking well.

Black and white effects will predominate in many tasty designs of neckwear. Rich reds, greens, blues, mid-brown, tans, and certain rich purple shades, are among the favorite color collection.

Medallion designs are new, and with many of the beautiful shot effects that are seen, this design should take well as a classy novelty. Shot effects are as evident in men's neckwear, as in many lines of materials seen in ladies' silk departments. A delicate champagne shade is one of the newest variations in these effects for Easter.

A combination of green and tan is shown by one house, as a leading number.

Crepe effects are particularly noticeable in some of the lines. These, combined with the right amount of colors in pretty designs, will no doubt be strong for Spring and Summer.

Accordion silk, zibelines, and shadow weaves, are being taken. Knitted ties are also good in certain weaves. Pure silk lines are in good position with the better trade. Ties featuring wavy effects, are something new, and are being shown by some of the high-class houses. The crocheted lines give grand satisfaction to the wearer, and will therefore be featured.

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C. K. Hagedorn, president and manager of the Berlin Suspender Co., was presented with an electric library lamp by the employees on the occasion of his fiftieth birthday recently.

The Collar Situation

Soft collars with ties to match are very promising for Spring and Summer. They are made of zephyr, silk, flannelette, wool or mercerized cotton. Neat pique effects are also among the classy lines for men. These are made to match many of the cord designs brought out in high-class shirt samples. These collars have a cool appearance, as well as being quite proper for dress wear.

New double-fold collars which come together close at the top are made with gradually rounded corners. Thus the tie is shown to good advantage.

As a whole the collar market is not materially changed from that of one year ago. The changes that have taken place have been gradual, and along lines that are most needed for improvement, if such a thing is possible.

The moderately high collar is worn by more men than it was in former days. The extremely high models are not in keeping with the best appearance of make-up. Collars from two to two and one-half inches in height are the favorites. For men who do not or cannot wear these heights there are very comfortable turn-down varieties.

Adjustable Collars for Shirts

A novel shirt improvement has recently made its appearance in Scotland. The improvement consists of an adjustable collar, giving four sizes to each garment. This means a vast benefit to the retailer, from the stock standpoint.

The new adjustment is at the back of the neckband, which is in two pieces. Eight buttonholes are fitted, four on each side. The under side carries the back collar stud in a cushion or fly, protecting the neck.

This shirt is made in three sizes. No. 1, adjustable from 14 to $15\frac{1}{2}$; No. 2, from 15 to $16\frac{1}{2}$, and No. 3 from 16 to $17\frac{1}{2}$, so it is possible to practically fit any person. For instance: A short man with a 15 neck can wear No. 1, a tall man with a 15 neck can wear No. 2, and so on, the skirts and the sleeves being larger in the successive sizes.

Concluded on page 97.

ONE OF OUR MANY NOVELTIES
ROYAL-BORDERS

The type of scarf which will be in great demand during 1912. Sixty different designs and colorings.

Niagara Neckwear Co.
Limited, Niagara Falls

KNITTED GOODS

Must Understand Fitting

Some Stipulations as to Sizes in Knitted Goods are Unreasonable --- Shaker Knit Coats Featured --- Matched Suits For Boys.

WHILE buyers insist upon orders being filled in accordance with their knowledge of local wants, there is a wide divergence of opinion as to correct lengths in men's sweater garments.

Some of the stipulations asked for are unnecessary and unfair. Manufacturing would be much improved if buyers adopted regular measurements and understood fitting better. United States mills have standard lengths with each size, such as 34|25, 36|26, 38|27, 40|27, 42|27, 44|28, 46|28, and buyers adhere to and accept these. In Canada, lengths vary all the way from 25 to 30 inches and garments are often returned because they look short or measure short, when laid on counters. Some stores ask for 28-inch length on all sizes, especially men's coats, which is not so bad, but another will insist on 30-inch garments.

Elasticity Must be Considered.

Following standard measurements, next season, is just what the demand is likely to be for many reasons. Men, except in athletic circles, do not want long coats and it is manifestly unfair that a garment, which does not measure fully 28 inches when laid flat, but will, when properly fitted, should not be accepted. Departments have their individual selling experiences, but it is usually found that no allowances are made for peculiarities of different racks or stitches. In short, most salespeople sell a size too large, but often it is found that a smaller size garment will suit customers, if properly shown. Salesmen are predisposed to think garments too short and troubles ensues. Of course, manufacturers are prepared, as ever, to finish garments to order, but could reduce expenses materially through better understandings and co-operation. Buyers are asked to remember this point.

Merchants cannot sell goods unless they have them, and while it is not urged that it is absolutely necessary to carry heavy stocks, the merchant should have representative showings all year round. Sweater coats are gradually developing an all-season demand, as testified by repeat orders. It is tangible evidence in past seasons that stores which had sufficient assortments, have been most successful in their knit goods department. Notable instances can be given where novelty and staple knitted goods have amounted to one-quarter yearly turnover. These results can be compared with stocking and departments in each store. Such firms simply saw opportunities.

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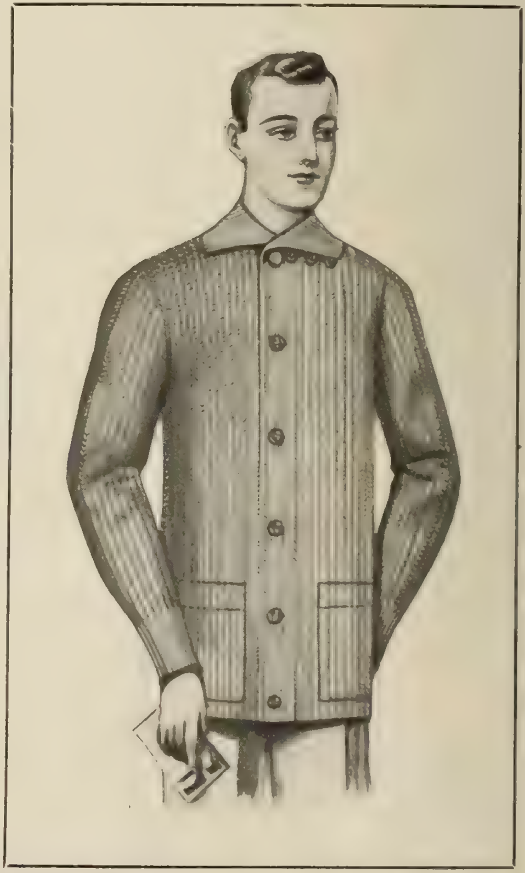
Variety in Color Styles

Tri-collars, or three-way collars, are made on any size men's, or boys' sweater coats. The advantages of this collar recommend it to buyers and to customers. It can be worn as V-neck, turned over and buttoned closely, loosely or fastened up high



Men's full-fashioned, shaker knit, Spring needle sweater coat with adjustable collar—made with long arm gusset and graduated shoulder; seamless, with knitted-in pockets, a well-finished garment with great elasticity. The C. Turnbull Co., Galt.

Sword's

"Kant Krush"

"Bengaline"

(In 42 colors)

THE FEATURE LINE FOR YOUR NECKWEAR DEPT.

These goods are specially woven to our order. Only the finest wool and silk yarns used in the manufacture of Kant Krush Bengaline, removing all possibility of creasing for the wearer.

Our Indestructible Interlining

which is also a new feature, is used.

NOTE :—All Straight Derbys with Cord running up and down will be one piece, **48 inches long.**

SEND FOR SAMPLE COLOR CARD

The Sword Neckwear Co., Limited

TORONTO **ONTARIO**

around the throat and ears. When V-neck style is wanted, extra thickness is given between shoulders. Warmth is ensured by these collars, which are made double and, as a weather protection, there is nothing better. Double turnover collars, fully 4½ inches high, buttoned with three buttons, are easily adjusted.

Shaker Knit Garments

Men's coats are in broad assortments and the greatest development is in domestic shaker-knit garments and the application of new collars. Three different mills are showing shaker-knit coats from one to three samples quoted at $24 to $48 dozen. These are extra heavy garments, full-fashioned and will be demonstrated and presented directly to the trade. Each garment has its strong points in style, finish or workmanship. Expert knitters have been employed to make these garments, which differ from other sweaters as they are made on spring needle, instead of latch needle machines. Shaker knit is a development of sporting sweaters—a soft, loose weave identical with Shaker community garments made on hand machines.

Tri-collars, military collars, high buttoning, roll-collars, all double thickness and well shaped, are offered. Most of these coats are seamless (four are made on each machine at one operation) or in making, seams are eliminated by transferring stitch, completing each garment as one piece, knit to size.

For instance, attention is called to long gusset and graduated shoulder, shaped, ensuring fit, but it is impossible to discern where body and sleeve are joined, except that body stitch runs opposite to sleeve stitch. Cuffs, front pleat, collar and button band are put on in exactly similar way. Pockets neatly finished, inside and out, are also one-piece and practically invisible, as part of the garment itself. All selvedges and seams are woven so as to prevent possibility of raveling. These coats are mostly made in gray, but white, navy or Burgundy are dyed and for special orders slate, fawn, khaki or tan could be finished. Yarns used are 6-ply all wool, best grade.

Samples of men's sweaters at each different price are otherwise similar to last season's weaves, color, combinations and lengths. Except in having tri-collars, if ordered, or any other style collar, either military, V-neck or high turnover, there is very little change noted. Office coats in fine cardigan-knit, finished with set-in braid trimming, breast pocket and turn-back cuffs, are sensible garments for inside wear. In athletic, pullover or club sets, monograms are now put on at a flat price which is a change to help merchants cater to this business.

Sample ranges of sweater coats are exceedingly comprehensive, some lines showing samples from $9 to $72 dozen.

Fitting Boys From 12 to 16

In youths' and boys' wear, busters and matched suits have been added to juvenile samples. There has always been difficulty in fitting boys from 12 to 16 years, as size 32 in boys' is small and 34-inch men's too large. For this reason three lines in club colors are made to overcome this discrepancy. These are known as youths' sizes. Some later styles in suits (sweaters, pullovers and hockey toque to match) for girls and heavier sets with rah-rah hats for boys, have bar trimmings. They are made in cardinal and slate, black and orange, cardinal and black, royal and white, fawn and khaki to fit smaller sizes.

Pure Silk Half Hose

In men's socks, a later line is featured at $10 dozen. This half-hose is pure silk and spliced throughout the toe, sole and heel and running up a short distance above the heel. The sample is good weight with splendid finish and long rib top.

Orders so far received show that gray, green, navy and Burgundy have sold fairly well. While champagne or gold was expected to prove better for novelty reasons there has been no undue demand so far.

Boys' double collar sweater coat and Rah-Rah hat to match. Monarch Knitting Co., Dunnville.

Knitted Neckwear

for immediate delivery

Fancy
Knit
with
Bars
made
in
twenty
different
Combinations
$4.25 Doz.

**Also
other
styles
from
$3.50 doz.
to
$12.00 doz.**

Hobble
Knit
made
in
twenty
different
colors
$4.25 Doz.

Send for 3 dozen Assortment

E. & S. Currie, Limited

Empire Brand Neckwear, Empire Building **TORONTO**

SHIRTS, COLLARS AND CUFFS

New Fall Shirt Samples

Ready March 15th—Features in Materials and Patterns—Reports from New York Buyers and Style Demands in Larger Cities.

FALL shirts are now of interest and buyers are speculating about new designs to be offered for Fall. Designers will have their samples ready within a month but some early styles have been forwarded. At present, sales consist of a few repeats on lighter negligee effects and weights for summer wear. It is anticipated summer business will be in volume for early shipment of Fall numbers and there will be no factory clearances to speak of. Some mills are entirely sold up and last season's cloths and patterns cleared in the usual way.

Buyers were favored this year in being given a selection of cloths usually found in sample books up to $12, $15, $18, $24 at a flat price, according to competition, and allowed to stipulate their sizes and styles. It was understood, however, that these were odds and ends of fabrics left and that each buyer was expected to accept his allotment as a fair share. Quantities were limited to the amount of material to a pattern or range.

Percales, Oxfords, ginghams, chambrays soiesettes, silk mercerised vestings and novelty fabrics have been ordered out from Scotch, English and United States mills. Domestic prints, percales and ginghams will be well represented in staple numbers.

It is generally understood that the trade want stripes and plain or self design fabrics. Buyers have selected line stripes on white grounds comprising finer stripes than this season and reports from samples now seen in New York ranges verify the continued preference for stripe patterns. It is notable that each season some attempts are made to introduce a series of fancy patterns, florals, spots and possible conventional effects, such as stripes with small contrasting designs, but these have been unsuccessful except when the pattern is part of or forms a stripe. In New York samples for Fall there is an absence of these and designers have banked entirely on stripes or plain fabrics.

There is an amount of novelty in higher priced cloths, a broad selection of greys with blending shades, blue grey, tan and purple. Roman bar

Semi-regatta shirt in American percale.

Coat shirt showing close-covered ground.

Fine pleated front of French cambric.

Pyjama with military collar made of Botany flannel.

From the Fall line of The Regal Shirt Co., Hamilton.

Regal

Regal "Dress" Shirts

CORRECT STYLE and PERFECT FITTING

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - - ONTARIO

stripes will be a decided feature. Black, navy and sky blue, fine line stripes on light or white grounds, especially black and white predominate. Usual domestic patterns on percales, prints and the assortment of plain or jacquard effects will be as strong as ever. Usual colors, blue, grey, tan, mauve, are included.

Two samples from the Fall line of the Van Allen Co., Hamilton. Top — Negligee with stripes in silk mercerized ground. The other sample is of percale with neat stripes.

In finer lines, tucked or pleated front soft shirts are expected in these new patterns, closely following latest New York designs. Box and side pleats and finer tucks are to be good in addition to high-grade soft garments. French negligee, or double cuff styles are appreciated and styles with starched cuffs attached will come in medium and cheaper grades. Dressy pique effects are the novelty in high class lines. Piques, plain cords or white figures on fancy white grounds or other similar designs will cost from $16.50 to $36 dozen. Finer cords or reps are also wanted for evening or dress occasions.

A new cloth in plain shades is being introduced. It is similar to soiesette and highly finished, and expected to prove most satisfactory to merchants and customers as soon as it can be placed in their hands by manufacturers.

Gratifying reports are received of the success of season's sales of men's shirts and the efforts to handle better qualities than usual owing to the demand. One firm states that their business has been mostly confined to lines ranging from $15 to $35 dozen, which is quite an improvement over former season's demand for $9 and $12 grades. This same concern are also stating that business for the first six months of their year has equalled last year's twelve months' turnover. There is therefore an optimistic outlook for Fall placing orders. Buyers will be shown new samples about March 15th inst. and manufacturers are expecting a record season.

◆

Neat Lines For Small Boys

Braid Used Extensively for Trimming --- Black and White Mixed in Herringbone, Fine Stripe and Check Effects.

Neat designs in cloth and striking designs in make-up are two very prominent features in the Spring and Summer clothing for boys from four years of age to ten or twelve.

Black and white mixed in herringbone, fine stripes and check effects are prominent. In fact, these cloths are pointed out by manufacturers as their favored lines. Braid is used extensively for trimming many of the better garments and suits, and the contrast formed is a very appropriate one.

Neatly cut pocket flaps, sleeve cuffs and collars receive more or less of this trimming which adds so much finish. Velvet collars are numerous and help to produce the desired appearance, especially in garments intended for dressy wear.

Belted coats sell just about as well as those without the belt. Double-breasted coats, intended for top wear during the cool weather during Spring and Fall, and suit coats as well, have this effect. Some of the best lines button a little to one side, thus giving a one-sided effect that is so much desired to give the right appearance.

Rows of narrow black braid are also used up and down the front, around the belts, and around the bottom of the coat.

The Buster Brown suits are quite as good as in former seasons. These garments take particularly well with the younger boys, while some of the more straight-cut models are appropriate for the older ones. Norfolks are taking well in some localities.

The knicker fastened at the bottom by means of an elastic band is a favorite with many. The finished appearance obtained at the knee is no doubt one of the strong reasons for this popularity.

Apart from the suitings there are many designs just as tastily modeled for overcoats. For boys from the age of four to the age of twelve, or thereabout, manufacturers have certainly exerted themselves in the right direction, as far as new and tasty designs of make-up are concerned. Many of these outer garments are made to conform with the ideas carried out in the suit department. Neat, manly collars are very prominent in all these departments.

◆

The Taber Trading Co., Taber, Alberta, have adopted the cash basis in their business. It was a New Year's resolution.

Extracts from Live Advts.

What other stores are advertising and how the ad-men are saying it.

We are showing more fabrics, newer fabrics and more desirable fabrics than you are likely to find in a number of other tailor shops combined and we are showing them first.

Whatever is new and right is here and may be depended upon for thorough satisfaction.

We want you men to think of this store more in the sense of quality and service.

The voice of Spring bids you see these new ties, this distinctive clothing.

Remember—We guarantee you entire satisfaction or will refund every dollar you pay us without a murmur if we fail to please.

Good dress. A business asset! A social necessity! Dress is the outward expression of the inner man.

"Clothes make the man and want of them the felon." Get the clothes.

The kind of clothes that will tell all the world at first look how prosperous you are, what good taste you have, what fashion knowledge is yours.

Men's plain and ribbed black cashmere socks, English make, the ribbed line having 2-1 and 1-1 leg and all having fine ribbed, close fitting cuff and double ply sole, heel and toe. Good range of sizes in each line.

New Spring shirts for men. One of the newest and latest arrivals in men's neglige shirts is a line showing many white grounds with neat stripe and figure effects, also many good colored patterns. They are made by leading Canadian manufacturers in perfect proportions and have neatly laundered neckbands and small cuffs attached. Sizes 14 to 17½.

Men's knitted ties in the popular four-in-hand style and in leading colors—plain shades of grey, brown, blue, red, green helio, purple and many new shades—closely knit, slide easily through double collars without stretching.

Men's early Spring underwear in medium and heavy weight merino, in natural shade; some have beige facings to shirts, others sateen bound edges; drawers have heavy waistband of sateen or beige.

Men's suspenders in good elastic or strong lisle webbing, cross back styles, light colored patterns, mostly stripe effects. They have white kid cast-off ends, strong dome fasteners and gilt adjustable buckles.

We have young men's clothes that are made by specialists who have studied youthful figures and know how to fit them with smartness and to perfection.

All eyes now on the Easter fashions. The young men between 16 and 20 years who are beginning to want the best there is in clothes are more and more getting to like the ——— store for men.

Some of the cloths shown in these new suits were specially designed for young men's wear, having a touch of liveliness without a bit of freakishness.

The styles for men this Spring come straight from London. Well proportioned shoulders, graceful revers and collars, rather clinging lines—you will find them in these new suits.

As a reminder we bulletin this hosiery and underwear:—A man who knows something of merchandise was looking at some of the hosiery in this April sale yesterday. "The thing that amazes me," he said, "is how you avoid getting all the trade in the city with values like these." And, indeed, if everybody realized how great the values are in this sale even the vast stock we have would be gone in a day, provided we could serve customers that rapidly.

The small boy whose earliest ambition consists of the desire to stroll about with his hands thrust into his pockets may be made happy at a youthful age now. Present styles accord the privilege to the little man of three years old. The Russian blouse suit, with real trousers and real pockets, is accepted as correct garb for the laddie of that age.

Parents interested in the matter of finding Spring attire for the boys should make note of the following good values.

◆

Edmund James Ryan, advertising manager of the Right House, Hamilton, goes to New York to take the position of assistant to President MacLachlin, of the O'Neill-Adams Sixth Avenue store. This is one of the syndicate of stores to which the Right House, Hamilton, belongs. Mr. Ryan is succeeded by Frank McDermid and Geo. H. Schnellbacher.

◆

Adjustable Collars on Shirts

Concluded from page 88.

The stud can be adjusted to give quarter sizes also. If it is put through the 15 back and 15½ front, the size of the band is 15¼. This gives a fit which heretofore has been impossible.

The name of this new invention is the "Fit-all" and is fully protected by patents.

Planning the Front for Your Men's Store

Some Ideas that are Carried Out in a Chain of Stores—Ventilating the Window—Reserving Space in Rear for Fixtures, Without Impairing the Display—Illuminated Signs of Cathedral Glass.

FOR the men's wear and shoe stores the accompanying illustrations show a distinctive and unique layout, so practical that it is adopted by one firm in their entire circle of stores. There are no bulky frames to obstruct the view. It is all brass and glass and in the layout, several of the latest improvements are embodied representing perfection of store fittings and allotment of entrance, display and reserve fixture space. In this instance, necessity for blocking aisles and interior is overcome and trimmers are enabled to confine their properties within window sections.

An 18-foot front with 10-foot entrance, two windows, front and side views, with 36 1-4 square feet of floor space in each section and 15 sq. feet store room behind on both sides is described. In setting up, contractors start with the steel store front framework, consisting of two upright side pillars, steel cross bar at second floor and sub cross bar supporting prism glass. These beams are fitted with copper, oxydised copper, nickel or brass frames (according to system preferred), to which is attached the outline frame work to hold glass plates. In the system here a ventilated, dust proof, copper set skeleton is adhered to.

Ventilation is arranged by small indentations six inches apart, in the lower moulding, making a passage, both for air circulation and drainage without marring the appearance. Cold dry air is passed through the show window to prevent moisture condensing and frosting, there being just sufficient opening to make the greater circulation at the bottom of the glass, which usually frosts first. With a proper airtight background a sudden change in temperature does not cause trouble, as the moisture within is rapidly absorbed.

It will be seen that the rear opening door to the window reaches to the top and that trimmers have access by two upright sliding panels in the background, so that any point can be easily reached. Window floor is matched hardwood, light oak, highly polished. Outside bases are marble, but copper panels or transom lights are good methods. Sidewalk prisms are entirely separate. Entrance is either double section or single panel push doors as preferred as there is plenty of door space.

Good advertising space is obtained in the upper part of the glass plates by directing a certain proportion of the light through the painted sign. The signs are painted in gold letters on frosted background and panel scrolls finished with transparency black and red. They are 24 inches deep.

Many city stores in the United States are now using cathedral glass signs in which the store name, monogram or motto is worked out in glass. These are suspended just below window lamps which, when lighted, emphasize the firm name in brilliant colors. It is estimated that either painted or prismatic glass signs cost about $50 each, giving a fair comparison in the matter of choice.

In the front illustrated there is $160 worth of copper which is approximately $60 more than if wood was used. It is notable that two workmen placed this front in six hours, starting at eight o'clock in the morning, having frame work set and glass placed by two p.m. While the cost of freight, cartage and actual workmanship to set together is extra, it does not often exceed $15 or $20, except in case of long haul, which can be figured proportionately.

Block mosaic entrance floors are now generally approved and any monogram brand, design or pattern can be worked in.

One of the important features of such fronts is fireproofing. There is no wood exposed. Besides this most metal finishes used are weather proof and can be kept highly burnished. Proper metal fronts are a good advertisement from the standpoint of appearance alone.

High class entrances are but another means of publicity and another method of silent salesmanship which "speaks louder than words," and newspapers.

◆

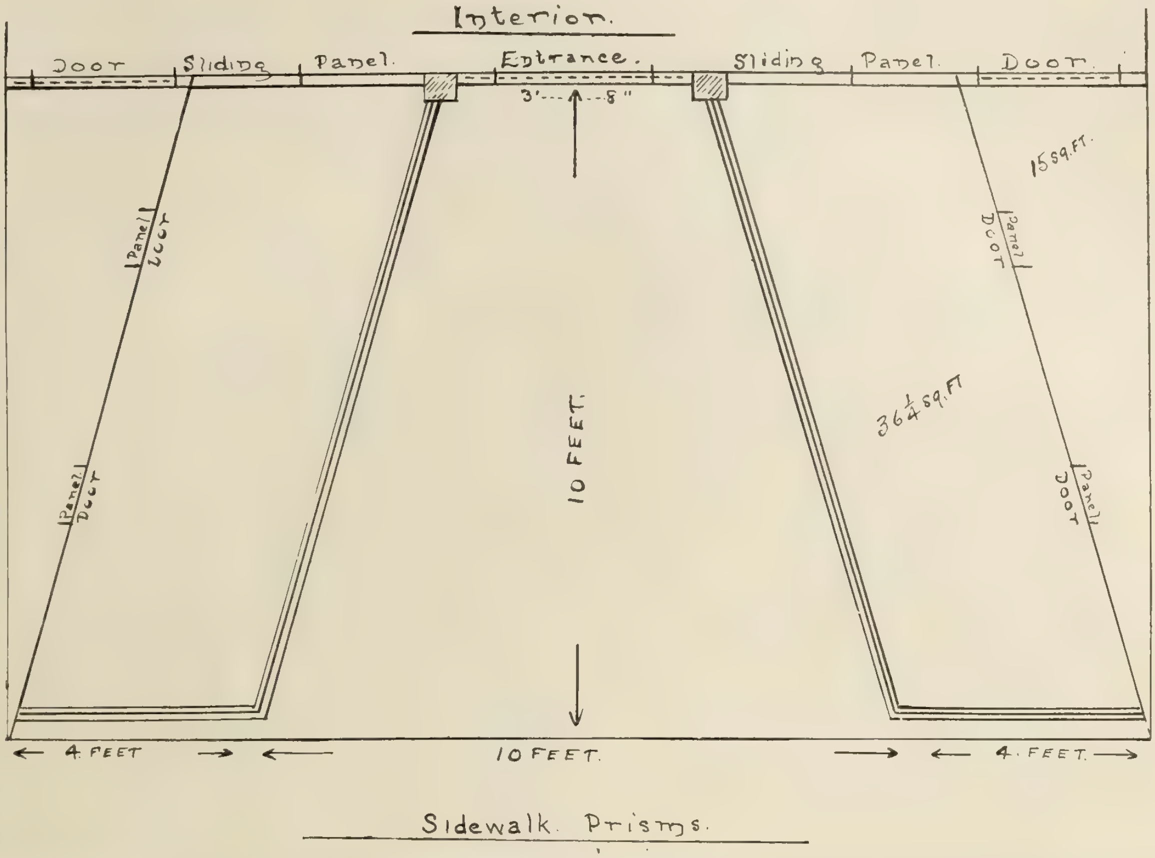
Improvement in Fall Hosiery.

Sample lines of men's cashmere half hose are now in the hands of wholesalers, and a good line it is. Following the Summer lines, the Winter goods are made up along the plain principle.

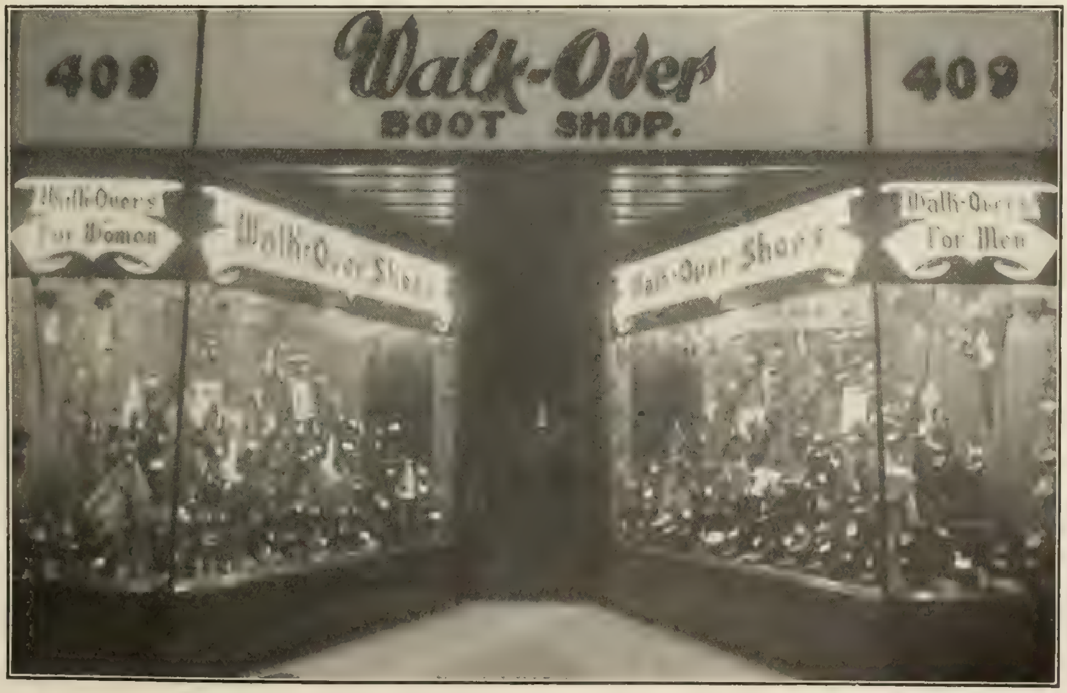
Appropriate touches of embroidered designs are added to quite a number of lines. Greys, soft shades of green, red, blue, and purple, and blacks, are the leaders. The shades are acceptable when combined with the delicate embroidery, etc.

Some of the most novel lines are shown in a combination of fancy stitch and designs embroidered to blend with these stitches. Taking into consideration the price of these goods, one cannot get away from the fact that vast improvements have been made in this line as in others belonging to men's wear departments.

Plain black cashmere half hose to retail for 25 to 50 cents, is perhaps the most popular staple line. These lines are being improved from time to time, and value is a strong feature.



General plan of store front, showing entrance, display and reserve fixture spaces with panels and sliding doors, floor area of an 18-foot layout with 10 ft. depth.



Modern store front fitted with burnished copper framework, ventilated system, marble bases and painted transparency signs. Full advantage is taken of space, glass surface and display facilities.

Lesson 16---Complete Course in Cardwriting

Deals with the Slant Lettering as Executed with the Square-Pointed Pen.
A Speedily Made Letter, Used for Price Tickets and Show-cards and Readers.

By J. C. Edwards, Copyright, Canada 1911.

AS with other slanting or italic letters, the slanting pen lettering is much more speedily made than the straight. This brings it in for a big share of use among cardwriters of to-day For small, neat cards or price tickets this style of lettering is unequalled and is very effective and not altogether inornate when the eccentric lines are worked in nicely.

Eccentricities Not Necessary, But—

In glancing down the plate you will notice that a few of the letters are exaggerated to very good effect. Letters such as A, B, D, E, L, etc., may be made plain or as shown in the plate which, when nicely executed, add greatly to the relief of a card. Letters such as A, V and Y may also be given an eccentric or irregular touch without detracting from the legibility of the inscription. The right hand stroke of any one may be given a graceful, sweeping curve over the top of the rest of the word.

Similar to Brush Script.

The style of the short pen work is not unlike brush script in general lines, but varies some in details and the letters must never be connected as the script is, but a nice, uniform letter kept at all times, with the letters always on the same slant. Some practice will be required to get the letters to slant the same. Letters such as A, W, X, Y and V, that already having slanting strokes are the most difficult to get right; however, if you follow the plate and practice them there should be no difficulty.

The Panel a Pen Card.

A favorite card with stores of the better class is the long panel, and being long and narrow it is adapted to pen-lettering more than brush work. Pen lettering is neater than that made by a brush of a similar width.

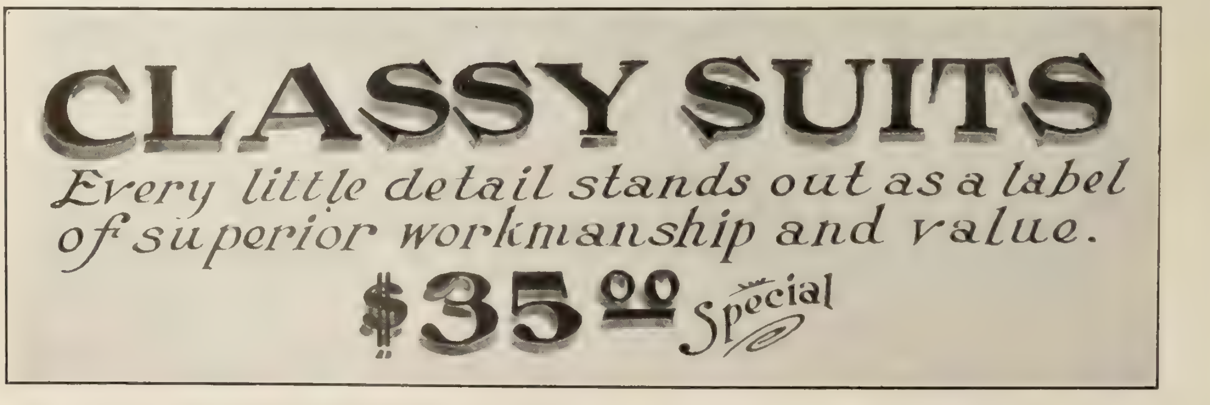
The panel, when well lettered and an illuminated capital or a fancy corner piece used, makes an effective sign and is much more refined in appearance than the larger card with heavy black face lettering. This card is particularly adapted for use in men's wear displays.

The panel as shown here shows the adaptation of the first word heading, *i.e.,* the first word forms the heading and reads right on without breaking. The paragraphed idea is also used in this card as it is recommended for use in all kinds of advertising. Each paragraph should contain a well defined thought, so that if only one is read it will convey a meaning and not depend on the others. People will read a series of short, crisp paragraphs and get the whole story in a nutshell, whereas, if the same matter were written in solid, the tendency is for them to overlook it. For instance, the statement, "the simpler the form of decoration the better." You at once get the meaning and it is simply this, the use of elaborately decorated cards is not convincing, for the mind is taken from the wording and centred on the decorative parts, which should be avoided.

Forget speed sometimes and practice perfection. The great tendency to-day is to try to get the speed before the real formation of the letters is mastered. This leads to the indifferent appearance of cards so often seen in our stores—it promotes carelessness.

The Landscape Card.

An effective style of window card is the landscape panel. This is cut in a length about 18 inches



CLASSY SUITS

Every little detail stands out as a label of superior workmanship and value.

$35.00 Special

Landscape card illustrating the combination of brush and slant pen lettering.

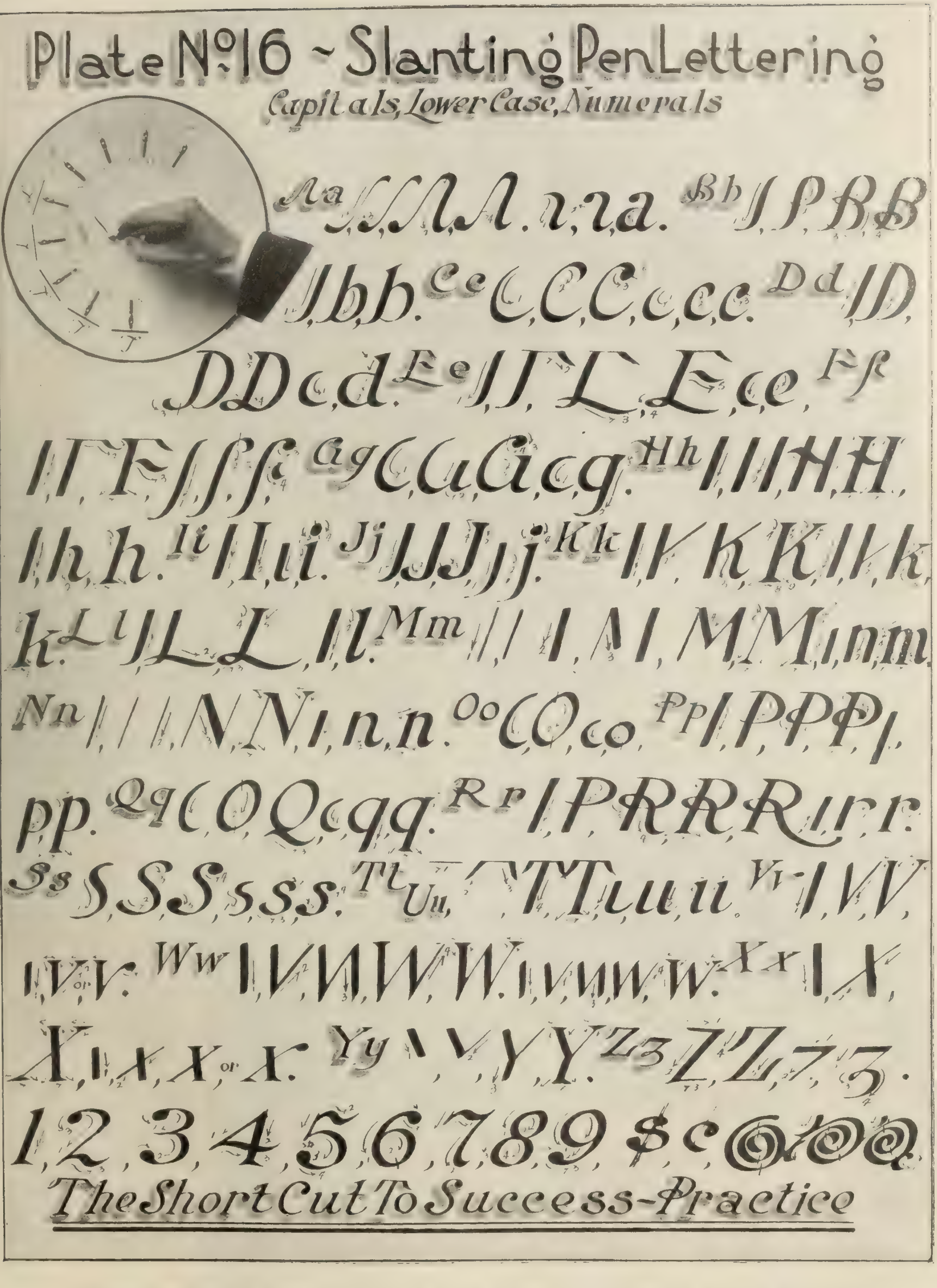
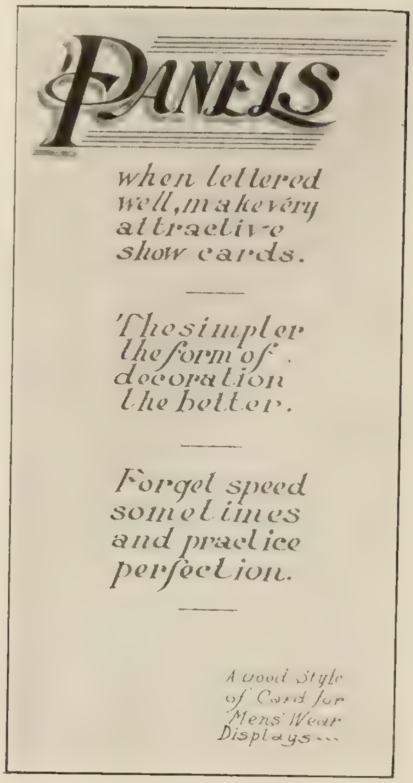


Plate No. 16 ~ Slanting Pen Lettering
Capitals, Lower Case, Numerals
1 2 3 4 5 6 7 8 9 $ c @
The Short Cut To Success-Practice

This plate describes the various strokes used in the formation of the popular slanting pen lettering.



PANELS

when lettered well, make very attractive show cards.

The simpler the form of decoration the better.

Forget speed sometimes and practice perfection.

A Good Style of Card for Mens' Wear Displays...

Panel card demonstrating the paragraph idea in show cards.

and not more than 8 or 9 inches wide. It must be lettered small and in the centre, leaving a good white margin around. This card shows a sample of refined price-quoting.

The heading and price stands out strong while the descriptive reader points out the style features. The landscape card must be placed on the floor of the window resting against a hidden support, or held on a low easel stand to give the best effect.

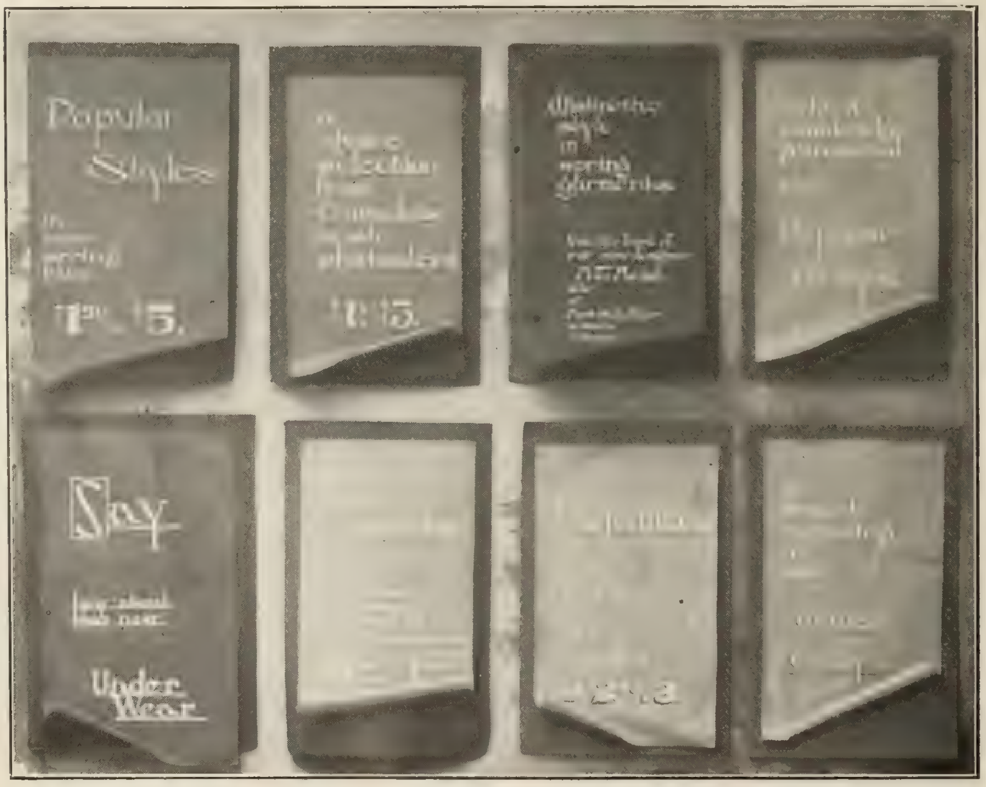
Little or no decoration is necessary in a neat, well written show card. One thing that should be avoided is the combination of slanting heading, slanting reader and slanting price.

If the heading is lettered with a straight style, as the accompanying landscape card, the price, if any, should be the same, but the reader can stand to be written in the slant style.

GOOD PEN PRACTICE.

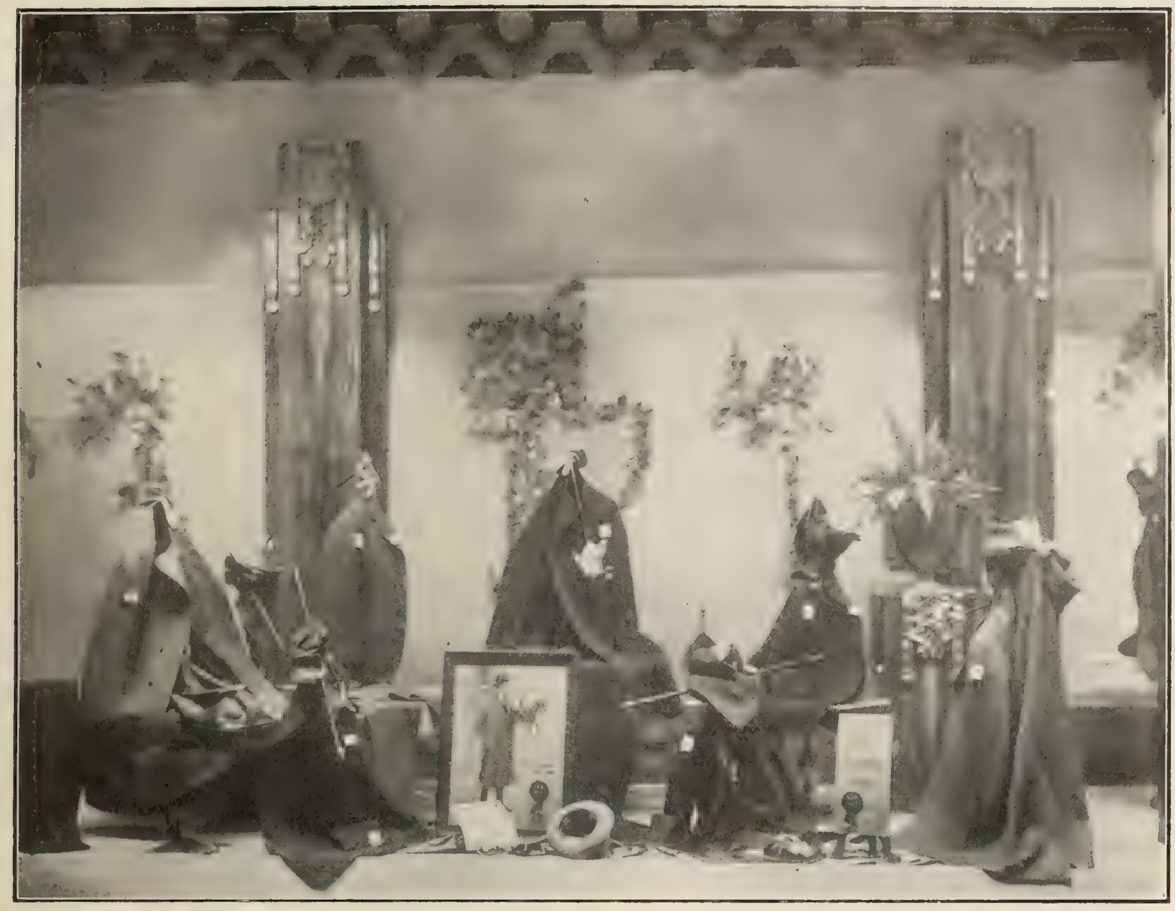
A practice which is beneficial to the beginner is the series of scrolls as shown in the lower right hand corner of the plate (No. 16). Hold the pen firmly, but not cramped, and try a right to left motion, giving quick, sure strokes. Then try the reverse and you will find that it will instil confidence in yourself. Note the position of the pen in the hand as illustrated in the corner of the plate. Use Letterine slightly reduced with water if too thick to work freely.

For further information re pens, inks, etc., write to the author, care of Dry Goods Review, 143 *University Avenue, Toronto.*



In this group of cards, cover-paper was used, with back of stiff cardboard in a darker shade. Greys and browns make the most effective cards lettered in white with black lines underneath. The ends as seen can easily be "curled" by heating a small round iron and twisting around same. This style of card always harmonizes with a well trimmed window, is inexpensive, effective and lasts much longer than the much-used white cards.

By Edwin E. Bell, manager Thornton & Douglas, Limited Guelph.



Model Opening window of Men's Clothing. Veneer panels with metal trimmings and floral background, supporting store monogram design, applied effect. Pedestals and tables to match.

Backgrounds of Veneer

Inexpensive Material that Gives the Rich Effect of Solid, Highly-polished Woods --- Adaptable for Matched Panels and Other Effects.

IN window backgrounds there has been a development from lace curtains, sliding sashes, etc., to beautifully finished mahogany, walnut and other woods, panelled and with or without mirrors. Great saving has been effected by the adoption of semi-permanent designs which, however, take time to build, and are often too expensive to change for every occasion, such as openings and special sales.

Costly backgrounds of richly polished woods have been found most effective in securing proper light and color effects for goods displayed. In the long run these backgrounds are not expensive. Another reason wooden backgrounds are appreciated is that they are easily accessible by means of sliding doors, and because goods do not have to be banked up to make a background for those in front. Besides, there is less loss through fading, dust and crushing.

One of the materials that is being used very satisfactorily to-day is wood veneer. It is a thin layer of wood (one hundredth of an inch thick) mounted on thin board, pulp board or asbestos, giving all the effect of solid wood.

Any natural finish is applied, including plain ash, birch, maple, walnut, mahogany, curly birch, curly and silver grey maple, quartered oak, circassian walnut, select and extra select Peruvian or East Indian mahogany, magnolia, cypress, rosewood, satinwood and figured walnut.

Veneer is usually done in panels or applied designs, and attached to studding or framework. There is no depreciation through atmospheric influence, and it is claimed that it does not buckle, warp or check. When properly matched, its perfect beauty is seen, and, for this reason, high-grade logs are chosen with a view of preventing any looseness in matching.

When ready to be installed, wood veneer comes in any length from 2 to 6 feet, and from 6 to 24 inches wide. It is pliable, and can be moulded into coves, columns and arched ceilings, but it is attached mostly in panels with panel strips and mouldings. It does not take any unusual mechanical ability to apply, but care must be taken to have perfectly jointed panels.

Concluded on page 106.

C.W.T.A. MEN AND THEIR WORK

BEGINNING as a junior salesman in a boot and shoe store, Fred L. Kickley helped trim the windows in his spare time. The work interested him and he set about to acquire experience. To-day he is window trimmer, card and advertisment writer for the departmental store of D. E. Macdonald & Bros., Guelph, and second vice-president of the C.W.T.A.

FROM salesman in a shoe store to window trimmer, card writer and ad. writer in a department store, is my experience in a nutshell.

From the day I began selling shoes as a junior in a boot and shoe store, the trimming of the windows interested me to such an extent that I was willing to devote my spare time to assist trim them. In a year's time I showed ability in this direction, and the windows were handed over to me.

FRED. L. KICKLEY

Window trimmer, card writer and ad. man for D. E. Macdonald & Bros., Guelph, second vice-president Canadian Window Trimmers' Association.

VALUABLE EXPERIENCE.

A sample copy of a trade newspaper gave me my first inspiration to become a department store trimmer. One month after receiving this copy I had quit the shoe business and was in New York attending a window-trimming school. Before my course was finished I was trimming windows for Werthermer's department store on 8th avenue, where I gained much good experience. After some time I went with a decorating firm which had contracts for trimming the windows of exclusive stores throughout the city. Here's where I received the best schooling a young trimmer could have. Trimming windows in different stores every day is no easy task, and I was glad when an opportunity came to return to Canada.

Have been with D. E. Macdonald & Bros., Guelph, going on five years, and in that time have gradually assumed charge of the publicity end of the business. We have five windows about 9 feet x 7 feet, which I change once and sometimes twice every week, always keeping them neat and clean. On account of their size, I find that two pieces of goods suggestively draped, and accessories neatly arranged, or perhaps two units, makes the most effective window. One of our windows we devote to men's wear, another to ladies' ready-to-wear, and the balance to the remaining departments as they require them.

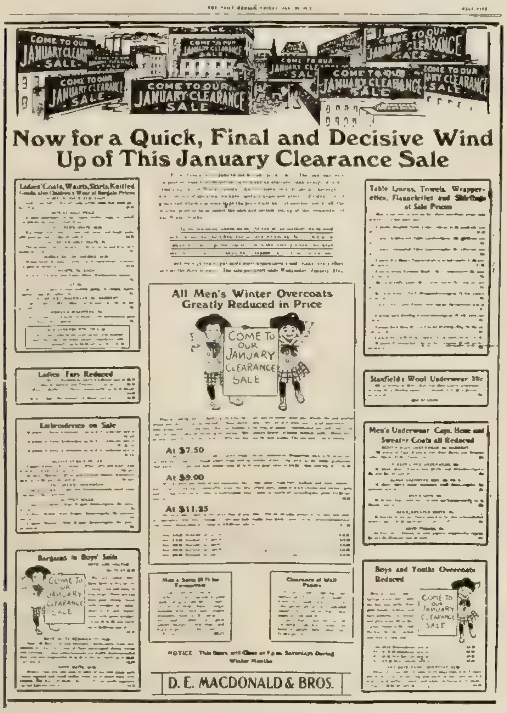
SALESMANSHIP IN GOOD WINDOWS.

A tasty window trim never fails to sell goods, and department managers are keen for space. This is allotted to the departments according to their sales records and the season's demands.

Store decorations are always carried out in harmony with the season, and I give careful study to ledge trims.

I make a great many of the fixtures used in connection with my work, and no trimmer who can handle a hammer, saw and nails, should be without stands of his own make and ideas.

I write all my own cards—using half and quarter sheets for the windows and smaller sizes for store price tickets. For special sales I use cards of one color throughout the store and windows. On the sample card enclosed, the words "correct styles" is lettered and shaded with a No. 9 red sable rigger, the small lettering being executed with No. 1½ soennecken pen. Plain white cards lettered in black are my favorites for general use.


COME TO OUR JANUARY CLEARANCE SALE

Now for a Quick, Final and Decisive Wind Up of This January Clearance Sale

Ladies' Coats, Waists, Skirts, Knitted Goods, also Children's Wear at Bargain Prices

Table Linens, Towels, Wrapperettes, Flannelettes and Shirtings at Sale Prices

All Men's Winter Overcoats Greatly Reduced in Price

At $7.50

At $9.00

At $11.25

Ladies' Furs Reduced

Stanfield's Wool Underwear

Embroideries on Sale

Men's Underwear, Caps, Hose and Sweater Coats all Reduced

Bargains in Boys' Suits

Clearance of Wall Papers

Boys and Youths' Overcoats Reduced

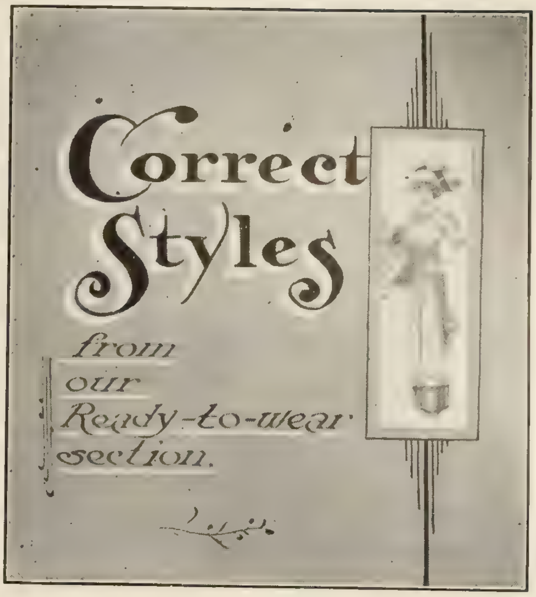
NOTICE This Store will Close at 9 p.m. Saturdays During Winter Months

D. E. MACDONALD & BROS.

A specimen of advt. work by F. L. Kickley for D. E. Macdonald & Bros. Shows a good conception of requirements in news display and arrangement.

Ads., Window Cards Work Together.

Two years ago the advertising was turned over to me. Always having been a keen student of advertising I was not long getting the run of this department. I never miss an opportunity to learn from a fellow scribe, and read every good article on advertising that I can lay my hands on. I try to keep in touch with the goods in all departments and in that way have a thorough knowledge of what we have to advertise. We believe in truthful copy and in no case will we exaggerate value or quality. A disappointed customer and a knocker for the store is sure to be the result of exaggeration. For special sales and events we always have the ads., windows and show cards work together. For instance, last month this idea was carried out with good results. The windows had everything priced with yellow tickets to correspond with the tickets on counters and cases throughout the store—the goods that were advertised were shown in the windows at the same time as the ad. appeared.



Correct Styles

from our Ready-to-wear section.

The words "correct styles" are lettered and shaded with a No. 9 red sable rigger and the small lettering with a No. 1½ soennechen pen. By Fred. L. Kickley.

Store of D. E. Macdonald & Bros., Guelph. There are two entrances with two windows on each side. One window is reserved for men's wear lines exclusively. View shows a shipment of wallpaper in which the store has a strongly specialized department.

INSPECTS MERCHANDISE HIMSELF.

In ample time before the advertisement is to appear, I collect from the buyers the items to be featured, and if possible inspect the merchandise myself. Some of the copy furnished by department managers is carefully studied out and cleverly written and can go into copy without changing a word. We keep a mailing list for each department, and use this means quite frequently.

I never miss an opportunity to visit the larger cities, because that's where we get fresh ambition and new ideas.

Mr. Kickley has won several prizes for windows. Two years ago he secured second in a Hermsdorf hosiery display contest which was open to all trimmers, and he has frequently been awarded prizes in the Review's monthly competition, open to the window trimmers of Canada. At the organization meeting of the Canadian Window Trimmers he was elected second vice-president.

◆

Farmham Board of Trade

Farnham, Que., has established a Board of Trade with the intention of uniting the business men of the town so as to make the advantages of Farnham known to the outside world as a suitable location for manufacturers and also for their own benefit and protection. The officers of the Board are:—Robert C. Wilkins, president; James Desnoyers, dry goods merchant, 1st vice-president; W. S. McCorkill, 2nd vice-president; P. W. Jutras, secretary-treasurer.

ROBERT C. WILKINS

Overall manufacturer, elected President of Farnham Board of Trade.

Council—A. E. D'Artois and Alf. Desautels, general merchants; John Wilson, E. E. Turner.

With officers such as these there is no doubt of the success of the Farnham Board of Trade.

◆

All Departments on One Floor.

The store of Dillon & Shaw, Castor, Alta., was first started in Williston about one and one-half miles from Castor, but when Castor lots were sold in July, 1909, business was moved to present site. The firm carry on a general business in dry goods, men's furnishings, house furnishings, boots and shoes, crockery and groceries, and have a turnover of $150,000 a year.

The active partner of the firm, Geo. M. Dillon, was elected mayor of Castor two months ago.

All departments of the store are arranged on one floor and an examination of the accompanying plans and photos shows how effectively this has been done in order that different sections may be easy of access to customers.

Castor is the fourth largest town in Alberta at the age of two and one-half years. Its site in 1909 was an undulating prairie. To-day the town has 2,000 people. It is surrounded by an excellent mixed farming district.

◆

Backgrounds of Veneer.

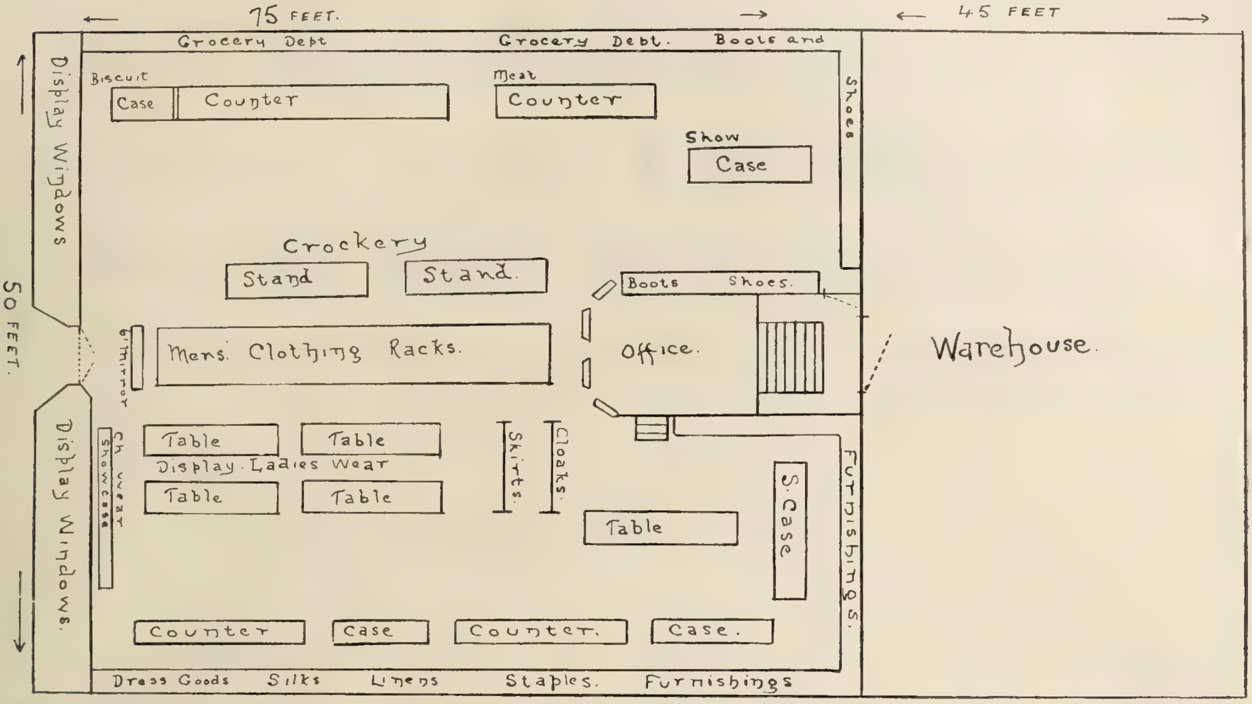
Concluded from page 103.

By cutting such very thin layers from the log it is possible to give a repetition of the plume or grain, making a figure in each panel, and it is this matching which adds to the beauty and exclusiveness of each background. By combining woods and colors of wood finishes some highly effective period and decorative schemes are obtained, either inlaids or solid panel, equal, if not superior in appearance and finish, and practically a solid wood panel.

Window trimmers in planning new backgrounds of veneer for Spring openings, are carrying out many original ideas. It is also practical to finish window display fixtures with veneer wood to match, thereby securing perfect harmony.

It is estimated that the cost is one-fifth as much as for solid mahogany. Exactly the same window facilities are possible, and the reflection of light is fully retained.

How a Western Merchant Arranged His Men's Wear and Other Departments on One Floor in a Store 50 x 75 Feet



Floor plan of Dillon & Shaw store, Castor, Alberta. **Note arrangement, all departments being on one floor, with large warehouse in rear.**

Men's Wear section of the Dillon & Shaw store, Castor, Alberta. **This view is interesting when it is considered that all departments** are arranged on one floor.

Twenty-Six Valuable Prizes

First Annual Contest—August 1912

Canadian Window Trimmers' Association

Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize —Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—$10.00 in cash.
2nd Prize—$5.00 in cash.

Awarded by **Botanical Decorating Co., Chicago.** For best window or interior decoration trimmed with artificial flowers.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Clatworthy & Son, Ltd., Toronto.** For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by **Dale & Pearsall, Toronto.** For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by **Jones Bros. Co., Ltd., Toronto.** For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton,** for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

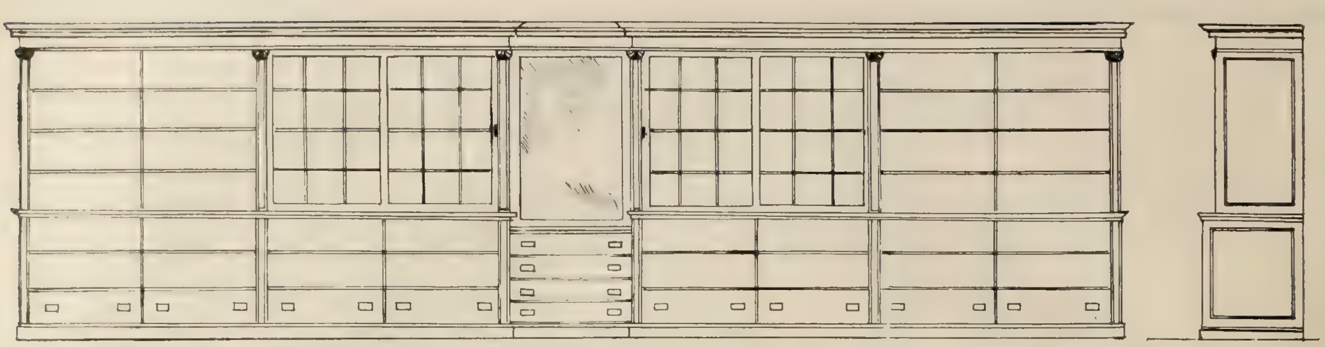
1st Prize—$25.00.
2nd Prize—$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

Canadian Window Trimmers' Association

143 University Ave. - - - Toronto

ADDRESS ALL COMMUNICATIONS TO THE SECRETARY



24 ft. wall case on north side, Marks & Price new men's wear store for collars, neckwear, shirts and accessories—Double slide panel doors and centre stand for cash register with mirror background.

Marks & Price Open Men's Store

New Establishment has Corner Location on Yonge Street, Toronto—Manned by Specialists—Description of Display Facilities—Fire-place and Settee Introduced.

MARKS & PRICE, a new firm handling "Fit-rite" clothing and men's high class furnishings, are opening a splendidly equipped store at the north-west corner of Yonge and Gerrard streets, Toronto. They expect to be ready to open their doors for the Spring season between now and March 1st.

The principals of this partnership are thoroughly conversant with the demand of city clientele.

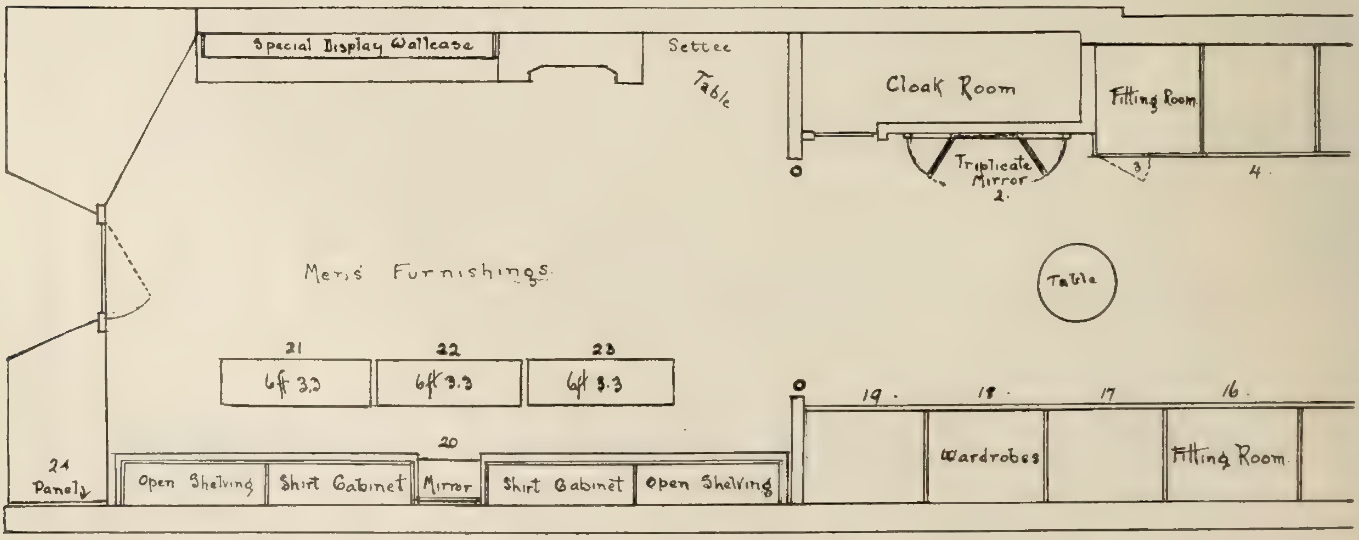
J. M. Marks has successfully conducted a specialty merchant tailoring shop, corner Yonge and McGill streets, for the past eight years. He was for nine years cutter for Score's, King street. This experience and business connection will be applied to advantage in the new store.

Stewart Price has had ten years' experience as salesman and manager in the Dunfield-Bellinger stores. Latterly he had charge of the clothing section of their new branch, corner of Yonge and Buchanan streets. He is a specialist on furnishings and clothing styles, fitting, merchandising and selling.

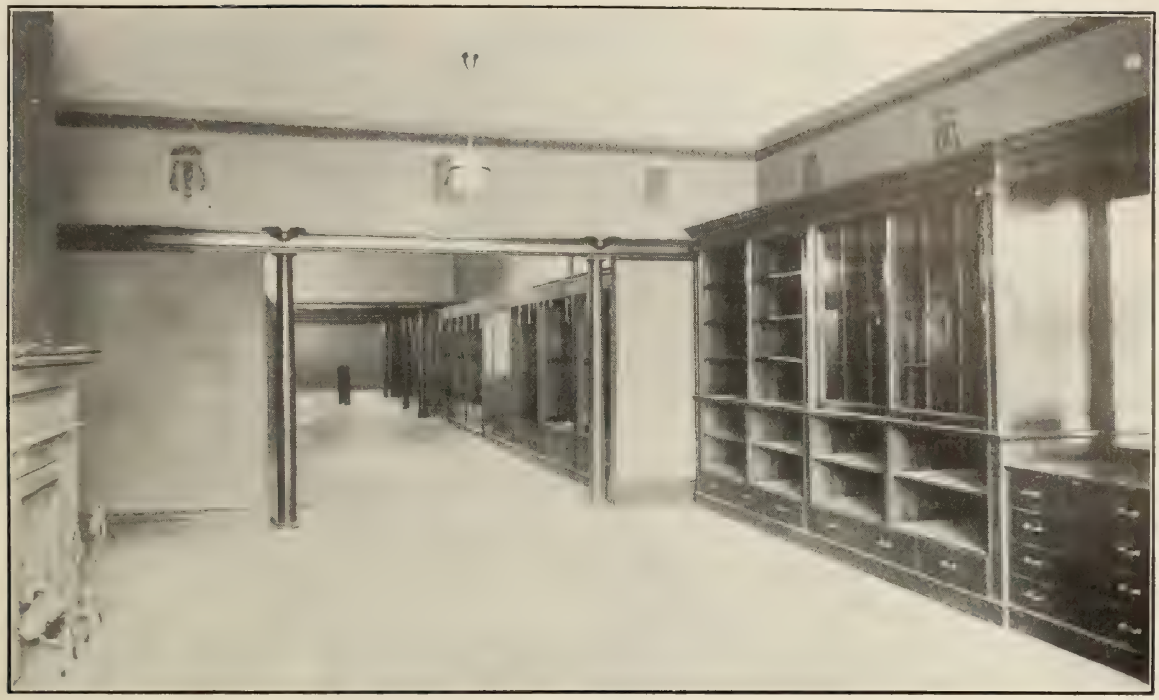
The new clothing and haberdashery shop is 22x 110 feet with two display windows, with one of them facing both streets. (See plan). A workroom 21 ft. x 40 ft. on the second floor is served by side and rear window lights and well ventilated. Modern appliances and machines, pressing tables, etc., have been installed.

AIDS TO SALESMANSHIP.

Interior fixtures in all departments are cleverly planned to make best use of space and layout as an aid to salesmanship. On first view a general colonial effect is given by a series of arches with pillar supports, dividing the store into those sections devoted to men's furnishings, suits, overcoats and piece goods. All cases, tables, counters and woodwork are in quarter cut oak, as a most satisfactory background to display goods. All metal parts are burnished brass or nickel.



Marks & Price new men's wear store, corner Yonge and Gerrard Streets general plan, showing fixture layout and departments—size 22 x 110 feet.



Interior view new Marks-Price store and arrangement of fixtures showing wall cases and wardrobes. Note fireplace on left.

HAD FIXTURES ARRANGED.

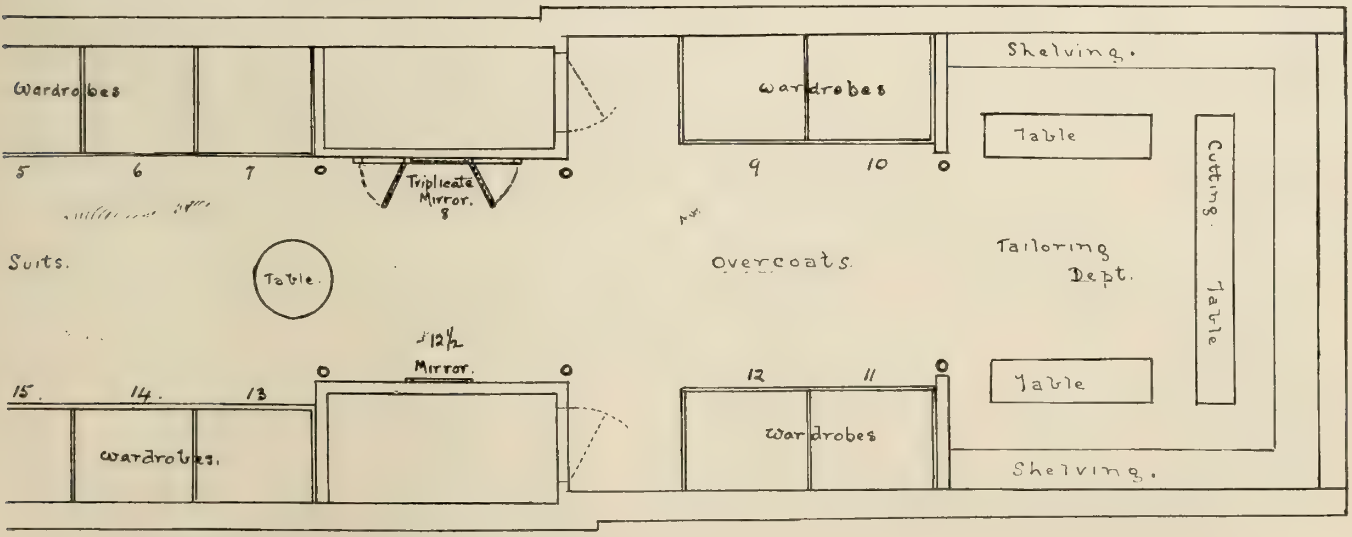
The cases and wall fixtures are particularly adapted to the several purposes for which they are intended and combine several practical and distinctive improvements. The first section, inside the door, is reserved for men's furnishings. There are two individual display wall cases for ties, shirts, collars and hosiery built to conserve space. A novel departure is a gas log grate with slanting mirror above the mantlepiece for demonstrating neckwear. A corner settee and table of current magazines is furnished as a rest or waiting room.

Three all-glass floor cases elevated on carved 12-inch legs have been chosen for the floor.

Fully eighty-five feet of clothing wardrobes are necessary, and those installed are duplex cabinet style with a slide drawer for reserve stock. This locker fits in under each rack. One size of each style of garment only is hung on a rack, while surplus stock is immediately available. Space otherwise lost or faced with panels is used to good purpose. The cases are finished inside as well as out by the manufacturers and present a very fine appearance.

A cloak cabinet for employes is fitted up near the centre of the store and, almost opposite each other, are two good-sized fitting rooms. Two triplicate mirrors simulate doors to lockers and have reflecting mirrors opposite. This section is for men's suits and, beyond the arch space is reserved for overcoats. A large showroom 16 ft. x 22 ft. is laid out at the rear for the tailoring department, cut-

Concluded on next page.



Several unique ideas are carried out; one being the introduction of a fire-place, with settee, magazine table, etc.

Stripe Effects are Strong

They are Featured Prominently in Materials Selected for Next Fall and Winter — The New Overcoatings.

WHOLESALERS and makers-up of men's and boys' clothing have about finished the placing of orders for cloths. In selecting suitable materials, the tastes of many leading manufacturers appear to be along the same line.

Suiting materials featuring stripe effects in tans, browns, and greys, constitute the bulk of the sales. Browns have been taken by all the clothing houses that make ready-to-wear garments. Some orders consisted of four browns out of five numbers, while others, consisting of ten or twelve numbers, contained at least eight brown or tan cloths. This shows at a glance, the trend of opinion in regard to business for Fall and Winter 1912-13.

Greys have been taken to a moderate degree; enough being introduced among the selections so as to constitute a liberal variety of color and patterns showing.

Stripes all the way from a fraction of an inch to an inch or wider, are among the selected lines. The self-colored striped effects are very marked on looking over the outlay. Where a stripe is shown in a contrasting color, the contrast is very mild, all sharp contrasts being for the most part eliminated. As these selections featured those of the foremost clothing concerns, it is unnecessary to emphasize the importance of the foregoing in regard to what will be seen among leading clothing samples in the near future.

MOSS EFFECTS IN OVERCOATINGS.

Overcoatings featuring the "moss" effects, are very prominent in these selections for Fall and Winter. Diagonal effects, beaver and melton finishes, are particularly good. In looking over the favored lines shown by one large manufacturing house, at least 60 per cent. of the overcoatings featured these effects.

The moss effects are a modification of the napped features which are shown in various lines of cloths for men and women. While the napped materials will be popular in certain departments, the moderate "moss" effects will be favored by the great class of popular-priced garment buyers.

Diagonal effects shown in high-class numbers, are also given a prominent place in the popular list. But it is principally in the better lines that these cloths are featured to the full effect of color and pattern make-up. Of course the cheaper lines contain as many varieties of patterns and colorings as do the better grades, but the rich tone of the "quality" line is absent.

THE COLOR RANGE.

It must not be supposed by the foregoing, that browns and greys are the whole line. These make-ups are only the style trend for the seasons. A part from these colorings, there is the usual large assortment of checks, stripes, plains and mixed cloths in all colors and qualities.

Navys, in plain and pin striped effects, are shown in the picked assortments. Broken checks in all sizes, from the small shepherd's plaid to the inch size, are all more or less prominent.

The overcoating trade is gaining from year to year. Many high-grade garments are now being manufactured by ready-to-wear houses.

It should not be omitted that a soft moss green shade is introduced in many of the overcoatings. In fact, green is quite a popular shade, being mentioned in the majority of popular lists of colors in various departments.

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Marks & Price Open New Store.

Continued from page 111.

ting table, display tables and shelving with part for office and business desks.

THE LIGHTING SYSTEM.

In the artificial system of lighting, windows are supplied from holoplane lamps and reflectors throwing a general light downward. Each window is fitted also with rich glass globes hung on three chains but reflecting upward and semi-direct. This is a satisfactory plan, as clear even light is obtained that does not dazzle. Store lighting is ample, being a series of large frosted bulbs suspended on bars series of large globes hung on chains identical with those used by Rogers Peet, New York, and other large departmental or exclusive men's wear stores.

The walls of the store are covered with green burlap to oak moulding, and completed with a paper of brown medallion leather effect to the ceiling which is done in natural ingrain.

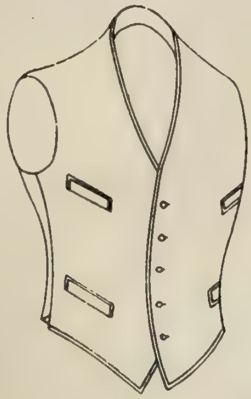
A PROPITIOUS NAME.

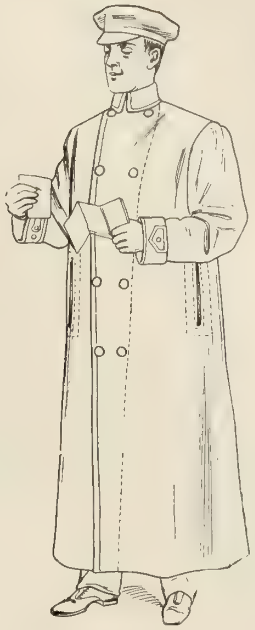
Altogether this is a well arranged store, which, when stocked, will be among the finest exclusive men's wear shops in Toronto, both as regards to equipment and class or quality of stocks.

Marks & Price will be in a position to cater to a select trade and if the firm name is any suggestion of foresight in conducting an aggressive business there should be no doubt of its success.

Prizes For Good Work

See announcement of window trimmers' prize competition on pages 108 and 109 of this paper. It contains information of paramount interest to window trimmers and card writers.





Miller Brand Washable Clothing Leads

We Specialize on Militia and Cadet Uniforms

and all duck clothing for

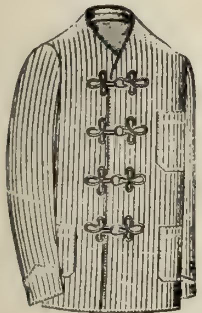
Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders and Porters

Full Dress Vests	Abattoir Coats
Fancy Vests	Surgeons' Gowns
Duck Band Uniforms	Ladies' and Men's Auto Coats and Dusters
Hospital Linen Supplies	
Club and Hotel Linen Supplies	Duck Pants

Carpenter, Butcher and Waiter Aprons

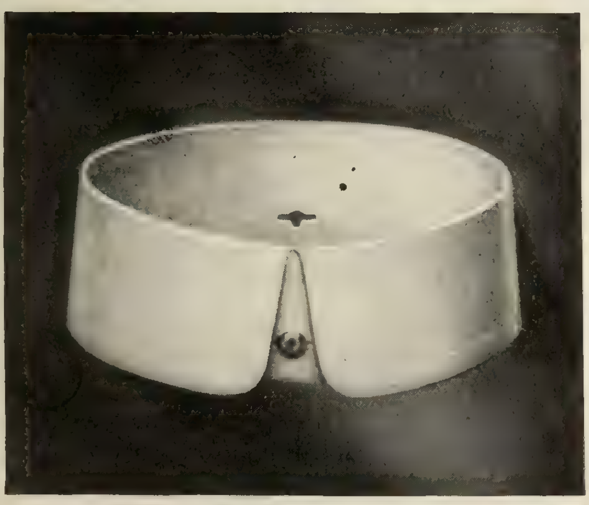
Boy Scout and Girl Guide Uniforms and Accessories.
Anglican Choir Vestments and Geneva Choir Gowns.

Write Dept. No. 1 for illustrated Catalogue.



The Miller Mfg. Company, Ltd.

251-253 Mutual Street, TORONTO



ALL 'ROUND SATISFACTION

to yourself, to your customers, and to us in the

CHALLENGE COLLARS

Live merchants everywhere find these collars the best money-makers in the collar trade. They give their customers real satisfaction.

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes.

Send for sample of our $1.25 Outdoor Brand.

SAMPLES ON REQUEST.

The Arlington Company of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Bird-of-a-Sale, Unique Clearance Idea

How L. R. Tobey Played Up a Suggestion Obtained From a Cartoon --- Considerable Work and Expense Involved, but it Paid --- Constables Had to Keep Crowds Back --- Some Remarkable Value Features.

MANY readers of the Men's Wear Review have undoubtedly noted that during the past month several merchants have been using a very unique advertisement as the vehicle of an equally unique idea in January clearance events, "A Bird of a Sale." It was a Tobey advertisement, and like almost every piece of advertising originating in the store of the "Two T's," Hamilton, it was designed to command attention in an unusual way. By playing up a strong expression to the last notch, the advertisement may be said to have set at naught some essentials of so-called dignified advertising. It ignored all grooves and shattered some traditions as regards layout, material and general construction. The results, however, seem to have justified the means.

Cartoon Suggested It.

L. R. Tobey, author of the advertisement, states that he obtained the idea from a cartoon that he saw some time ago in an American paper, when a politician was cartooned as a bird. He seized the idea, and he made up his mind that he would call his sale for January, 1912, "A Bird of a Sale."

"Four years ago," he states, "I held a sale here called the 'Green Seal Session,' and put a booklet into every farmer's home who owned property within forty miles of Hamilton, and in every home in Hamilton. Two years ago I sprung another called 'The Whale of a Sale,' and did the same thing.

The Work Entailed.

"This year I sprung this sale the Saturday before New Year's. I had 9,000 envelopes printed in a private printing office, where nothing would leak out. In giving in the copy, I dated the sale to start January 15th, and end February 15th, and just before the booklet went to press I gave the correct dates.

"As the Italian says: 'He getta the business.' I addressed eight thousand of those booklets, covering the whole district outside of Hamilton, put stamped stamps on them, sorted them all out according to the post office, had all this work done up at my home, and on Thursday, December 28th, handed them in the post office, and all they had to do was to place them in the bags. I guess it was the first time mail was ever turned in in that condition; but Christmas week is a busy week in Hamilton post office, and forethought and courtesy wins with everybody.

To 6,000 Homes.

"I had six thousand of these booklets delivered to six thousand homes on Friday, by a delivery company, and sent seven hundred to men having telephones throughout the city of Hamilton, including banks, factories, etc., and the returns have been immense.

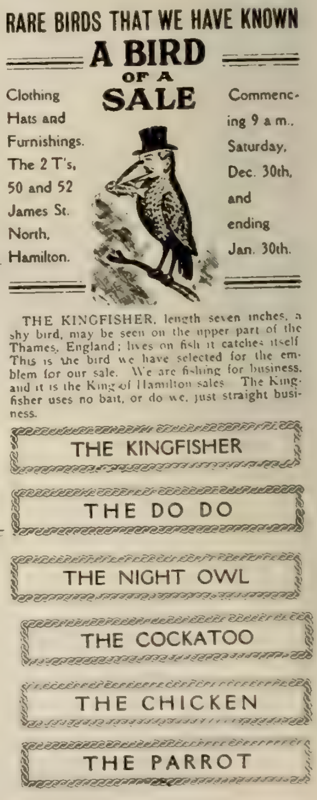
"For the opening day I ran four specials. The first was announced No. 1—Boys' $5 suits for 50c. I bought them for 75c. a piece. They were plain trousers, not bloomers, but good value. Announcement No. 2—Boys' two-piece suits at a dime. A wholesale firm that I do business with gave me those. Announcement No. 3—Men's $7.50 suits for 75c. Those were some suits that cost me $3.75 each.

"I took a half page in one of the papers instead of a page, and that $30 went as advertising.

"The overcoats at $3.50 were certainly good; I bought them for $3.50. Table No. 14 at 25c., was stiff front shirts and soiled goods, odds and ends that were no good to us, but good value for people after they were washed.

Store Was Jammed.

"When we opened our doors in the morning, in five minutes the place was jammed. You never saw



RARE BIRDS THAT WE HAVE KNOWN

A BIRD OF A SALE

Clothing Hats and Furnishings. The 2 T's, 50 and 52 James St. North, Hamilton.

Commencing 9 a.m., Saturday, Dec. 30th, and ending Jan. 30th.

THE KINGFISHER, length seven inches, a shy bird, may be seen on the upper part of the Thames, England; lives on fish it catches itself This is the bird we have selected for the emblem for our sale. We are fishing for business, and it is the King of Hamilton sales The Kingfisher uses no bait, or do we, just straight business.

THE KINGFISHER

THE DO DO

THE NIGHT OWL

THE COCKATOO

THE CHICKEN

THE PARROT

Booklet issued to selected list of customers, containing an array of values. Although the cut does not show it, the name of each bird indexes a page of the booklet.

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS

THE BEST
ITALIAN
LININGS
BEAR THE

KIRK

STAMP AS BELOW:

KIRK'S PERMANENT FINISH ↑

There are two finishes with this name as a guarantee of excellence in brilliancy, permanency and strength.

(1) The Original
'Permanent Finish.'

(2) **'Velper'** *(Reg.)*

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

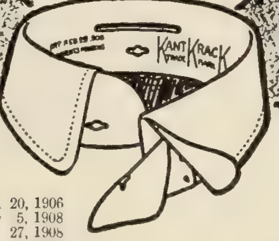
PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :: BRADFORD

KANTKRACK

KANTKRACK



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

PERFECT FIT

that ensures the highest degree of comfort and the neat appearance indispensable to every well-dressed man goes with the KantKrack Collar. The patent flexible lip receives the strain in front and the patent slit in the back prevents the annoying pressure on the neck from the back button. The

COATED LINEN FABRIC

gives all the distinction of the finest linen collar and makes the cheapest of all collars to use. A quick rub every morning with a wet sponge keeps it ever new. Handle the KantKrack.

MADE IN CANADA BY

THE
Parsons & Parsons
CANADIAN CO.
Hamilton :: Ontario

anything like it in your life. Men and women fought to buy stuff. We had the door locked more than a third of the day. We took over a thousand people out the back way.

"To sell the $3.50 overcoats we put a salesman in our fitting room, piled the coats on the floor, and let the customers in one at a time. Altman's neckwear traveler, of New York, held the door. A big, husky ex-policeman stood at the door, and said he would spoil anyone that went in until he was called. One fellow stood up in my office to take the money, and another clerk to wrap up the old coat. The total sales of all this cheap stuff wouldn't come to over $300, selling it right out, and the balance of money that we took in was all reduced regular stock, as advertised in the booklet. We will not tell you how much money we took in, or you might think the lyre bird was working on our brain, or you might think it was Eaton's, of Toronto.

"You know, we add a bird each week. The first week a crow, the second week a lyre bird, and this week the stork. The business kept up steadily, and it was the greatest sale in our history.

IT WAS A CATCHY NAME.

"The two Macks, of Ottawa, put this sale on, and it took four policemen to keep the crowd in order.

"The name 'Bird of a Sale' seemed to catch on, and then you must back it up. The name is copyrighted, but I will be pleased to send any merchant the whole lay-out, cuts and copies of the ads., and it will cost but very little money. Any man who will handle it according to instructions will stir up his town or city as it was never stirred up before.

COST OF THE SALE.

"Now, the cost of this sale. Drawing and 125 posters for billboards and outside and inside of the store, $130. 9,000 envelopes at $3 per M, $27. Nine thousand postage stamps, $90. Frames and covering frames for inside and outside of the store, $25. Delivering booklets around the city, $11.75. Cuts, $8; cards and price tickets for the goods and on the tables, $26.30; constables to watch the store while the sale was on for the opening day and the following Saturdays, $30. Newspaper advertising for the opening day, $214. Total $562.05; deducting the $30 for constables, made $532.05 expense before we opened our doors Saturday morning, and it paid.

MERCHANT MUST SEE BIG.

"It requires some nerve to lay out that much money on a chance, but I never went at a sale right but what we had wonderful success. If you're small, your buyers will not be able to see any larger or farther than you. If you see big, you can make the public see big.

"Of course, we have been running a lot of advertising space each week since, that is not counted in this amount above. That was just the initial cost."

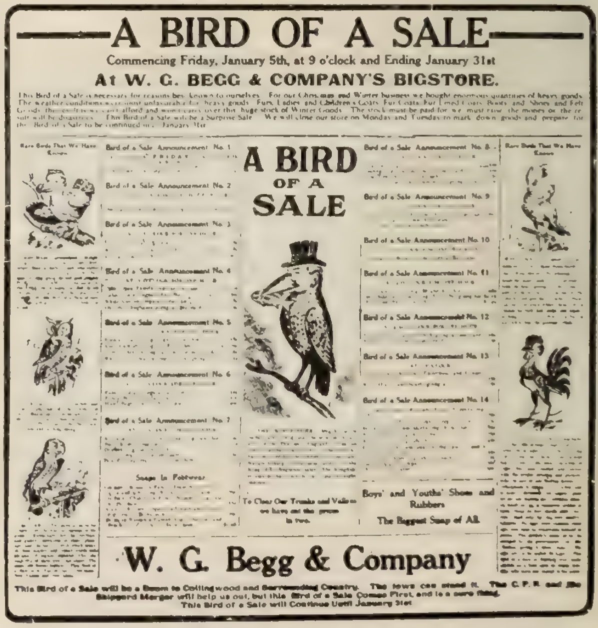
KINGFISHER THE EMBLEM.

The cut forming the central figure of the advertisement is a cartoon of Mr. Tobey. He represents himself as a Kingfisher with a fish, "the public," in its bill. A paragraph from the advertisement explains: "The Kingfisher, length 7 inches, a shy bird, may be seen on the upper part of the Thames, England; lives on fish it catches itself. This is the bird we have selected for the emblem of our sale. We are fishing for business, and it is the King of Hamilton. The Kingfisher uses no bait, nor do we; just straight business."

The sale opened at 9 a.m., Saturday, December 30th, and ended January 30th. Each week a new bird with pointed descriptive matter was introduced in the advertisement. The sale was so arranged that at certain hours, values of a very attractive character were offered. For example—"At 2.30 in the afternoon we will sell ten men's $7 tweed suits for 75 cents each. These suits must be worn out of the store."

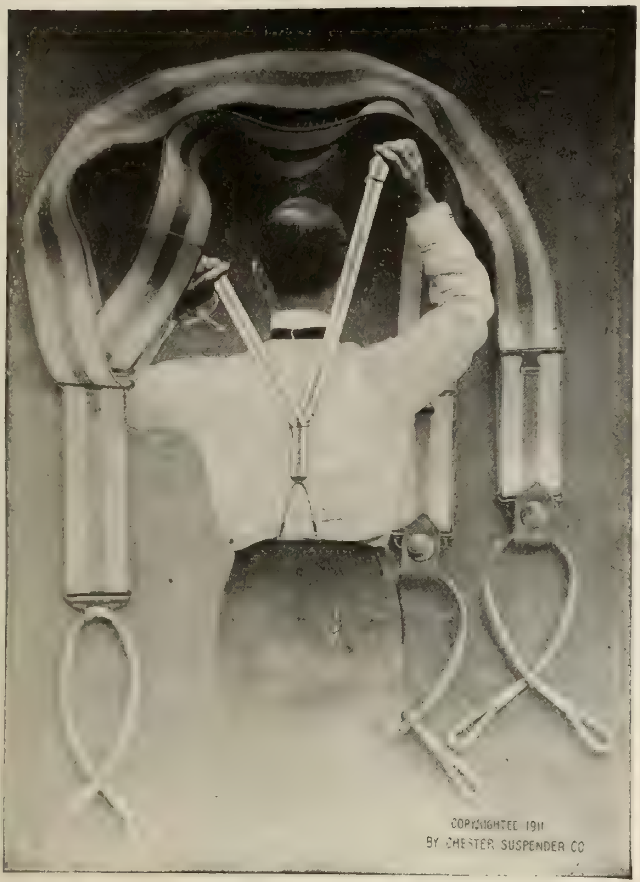
"At 9.15 Saturday morning we will sell fifty boys' and youths' three-piece short pant suits. Cheapest in the lot $5. Bird-of-a-sale price 50 cents. Only one suit to a customer."

These values explain the rush of business. Having drawn the crowd, the clearance prices on regular lines, backed up by proper salesmanship, did the rest.



A BIRD OF A SALE
Commencing Friday, January 5th, at 9 o'clock and Ending January 31st
At W. G. BEGG & COMPANY'S BIGSTORE.
Rare Birds That We Have Known
Bird of a Sale Announcement No. 1
Bird of a Sale Announcement No. 2
Bird of a Sale Announcement No. 3
Bird of a Sale Announcement No. 4
Bird of a Sale Announcement No. 5
Bird of a Sale Announcement No. 6
Bird of a Sale Announcement No. 7
Snaps in Footwear
A BIRD OF A SALE
To Clear Our Trunks and Valises we have cut the prices in two.
Bird of a Sale Announcement No. 8
Bird of a Sale Announcement No. 9
Bird of a Sale Announcement No. 10
Bird of a Sale Announcement No. 11
Bird of a Sale Announcement No. 12
Bird of a Sale Announcement No. 13
Bird of a Sale Announcement No. 14
Boys' and Youths' Shoes and Rubbers
The Biggest Snap of All.
W. G. Begg & Company
This Bird of a Sale will be a Boom to Collingwood and Surrounding Country. The town can stand it. The C.P.R. and the Shipyard Merger will help us out, but this Bird of a Sale Comes First, and is a sure thing.
This Bird of a Sale will Continue Until January 31st

How "The Bird of a Sale" idea has been adopted by merchants in other lines.



OUR NEW SLIP-BACK MODEL

**Have Our Travellers Called
With the Spring Lines of**

Chester Suspenders
Chester Garters and
Chester Leather Belts?

They are showing the most complete line of high-quality goods—and the prices are **right.**

Drop us a line if a representative has not called, and we will arrange to have you see all the Chester Novelties for Spring and Summer.

Halls Limited
MANUFACTURERS
BROCKVILLE - ONTARIO
Complete stocks carried at our Winnipeg Warehouse,
148 Princess Street

GET THE MEN COMING

Introduce a Good Line of Washable Garments for Men and You'll Get Them for all their Furnishings---We are Specialists

With a full line of "Defiance" garments you can cater successfully to all classes of men, and in doing this you not only satisfy them in laboring and outing clothes, but you're sure to get them coming for their better clothing and furnishings. Think this over. These are our lines:

Duck Trousers and Duster Coats

Barbers:	Butchers:	Grocers:	Doctors:	For the Boy:
Coats, Vests, in the best styles, well finished.	Coats, Frocks, Aprons---A splendid line.	Coats, Aprons, Dusters --- A 1 values.	Coats,Gowns, Caps, Operating accessories.	Boys' Scout Suits, Bloomers, Indian Suits, Cowboy Suits.

We also make Cooks' Coats, Porters' Coats and Waiters' Coats.

DEFIANCE MANUFACTURING CO.
LIMITED
COLLEGE AND BATHURST STS., TORONTO

FRANKLIN KNITTING MILLS

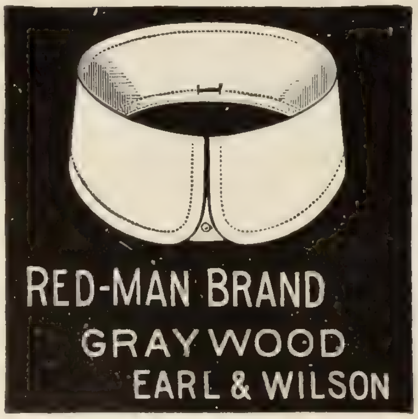
NEW YORK CITY

We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.

We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA
SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST
J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal



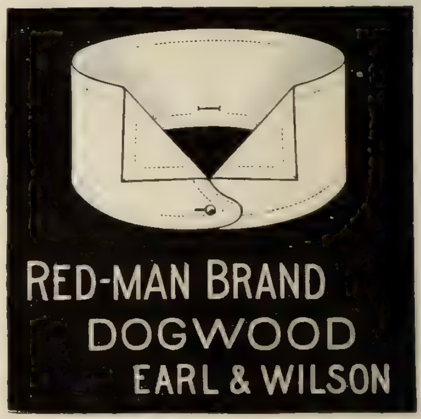
The best close fitting collar made in America. This is the collar that made Red-man Brand famous.

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson New York



A stylish Tab collar for afternoon wear.

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

"KINGEDWARD" SUSPENDERS

Retail 50c. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

F. HARRIS CO., LIMITED
73 King St. East, - - Toronto

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

"DENTONIA"

WATCH THIS SPACE FOR OUR LATEST STYLES

It's Profit you're after

It's profit we're all after—nobody is in business for the benefit of others alone.

To get continued profit you must get and keep the trade coming your way. You can do this with

"LINOLO"

The Canadian-made, genuine, water-proofed linen collar with the aluminum non-corrosive eyelet which positively prevents broken buttonholes.

"Linolo" collars wear like iron. Our man now in your district will call. Write for samples.

The Smith-D'Entremont Company, Limited
1475-77 QUEEN STREET WEST
TORONTO

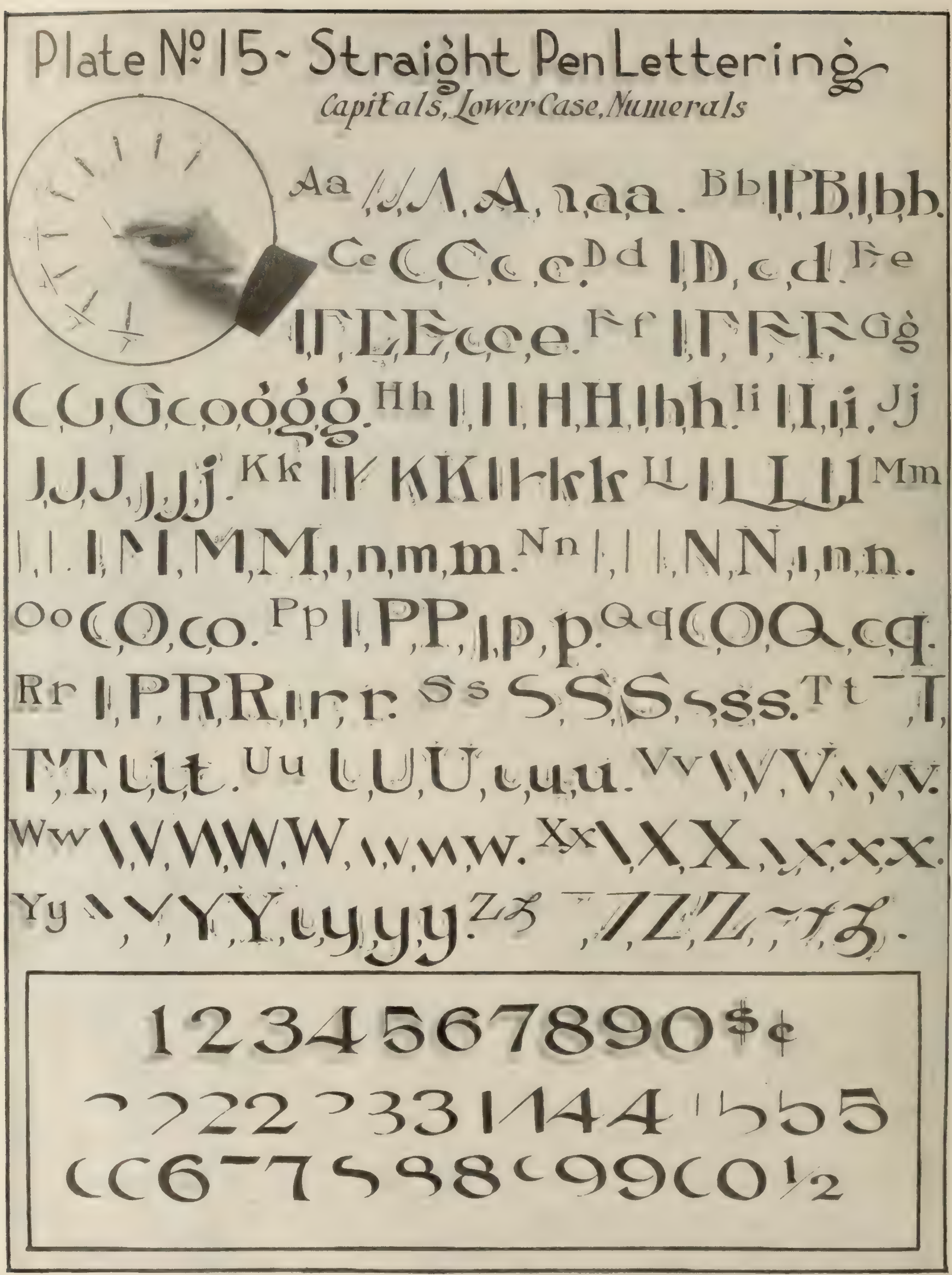
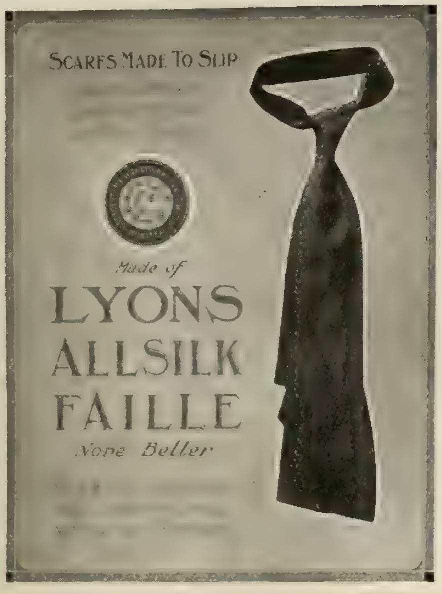


Plate No 15 - Straight Pen Lettering
Capitals, Lower Case, Numerals
1234567890$¢

A practical useful letter for pen work is described in this cut. Note particularly sizes of pens to use for different grades of work. (See page 100).

Get Acquainted with this Line



It will insure satisfied customers and increase your Neckwear Sales

THE HIT OF THE TRADE

44 shades in $4.50, $6.50 shapes.
(7 day delivery)

Showcards, like illustration, 14 x 11, 4 colors and embossed, will be supplied with your orders.

Crescent Manufacturing Co.,
Limited
MONTREAL

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

MAPLE LEAF BRAND

The Underwear That "Outwears"

It outwears other makes nine times out of ten; fits perfectly and is finished elegantly.

Every stitch is honest—every fibre is the best that money can buy.

A sample will prove to you that you can't do better.

WRITE TO-DAY

Thos. Waterhouse & Co.
LIMITED
INGERSOLL ONTARIO

Agents:—
MONTREAL: Harold F. Watson, Weldon Co., Coristine Building
TORONTO: Wilson & Angus

WILLIAM LOCKIE & CO.

HAWICK, SCOTLAND

Do not place your orders before seeing this line. We shall be glad to submit samples if your wholesaler is not carrying them.

SCOTCH WOOLLEN VESTS in Pure Wool, Real Angora and Pure Cashmere — 120 Designs

SEWARD BROTHERS
251 St. James Street
Phone Main 4179
MONTREAL, P.Q.

HINTS TO BUYERS

A. T. REID & CO'S NEW LINES.

A. T. Reid & Co., Toronto are taking up two exclusive lines being featured by Keiser, New York, namely, one-piece Scotch wool knitted waistcoats and jackets in highest grades, and men's linen hadkerchiefs put up in sealed packages, carried in handsome display cases which it has been demonstrated, have had the effect of tripling sales of men's plain handkerchiefs in men's wear stores. These two lines will be offered next month. A. T. Reid & Co. have also installed their own equipment for the manufacture of fine accordeon knitted scarfs in best qualities only. Owing to the production of these lines in Canada considerably lower prices will be obtainable.

Bordered tie from the Spring range. Niagara Neckwear Co.

SPECIAL WINDOW OF TOOKE CHRISTMAS NECKWEAR

—

EXTENDING TRADE TO CANADA.

American manufacturers seem to be becoming more than ever alive to the enormous opportunities of business offered by the Canadian market, and whilst some are "marking time" and watching developments, others are stepping in and making a strong bid to obtain a footing here, realizing the tremendous business which will be obtainable as the certain result of the rapidity with which we are progressing. The Franklin Knitting Mills are producing a variety of accordion knitted goods and the range, particularly of ties, is one of the choicest ever shown here. It comprises all the staple lines and also a number of fine fancy effects which have become so popular in New York. Everything will be done to give Canadian customers the very latest New York designs, and as far as possible these will be offered at precisely the same time as the New York haberdashers get them.

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Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE____________________ 191

PLEASE TELL ME WHERE I CAN BUY________________

____

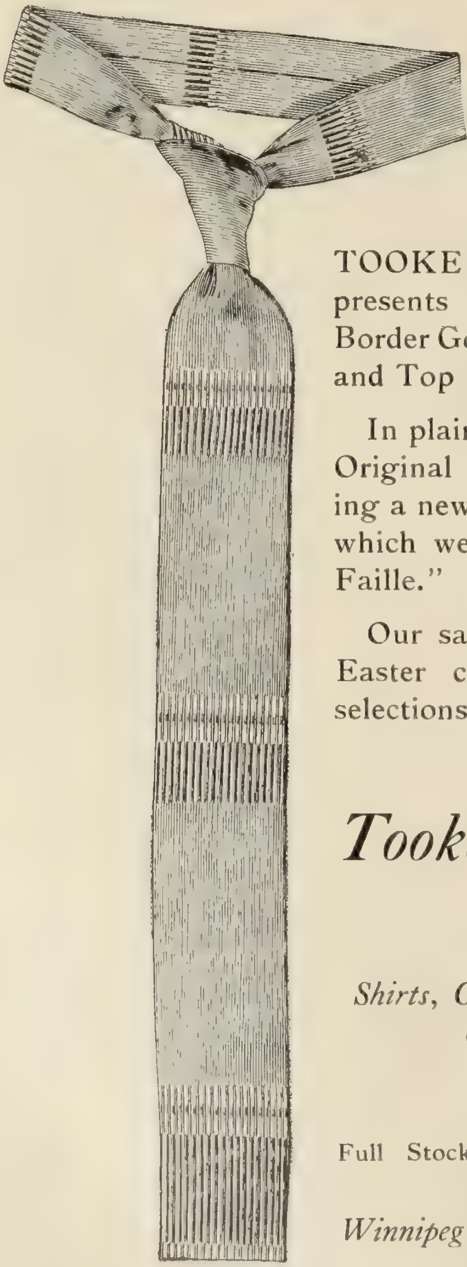
____

NAME__________________________________

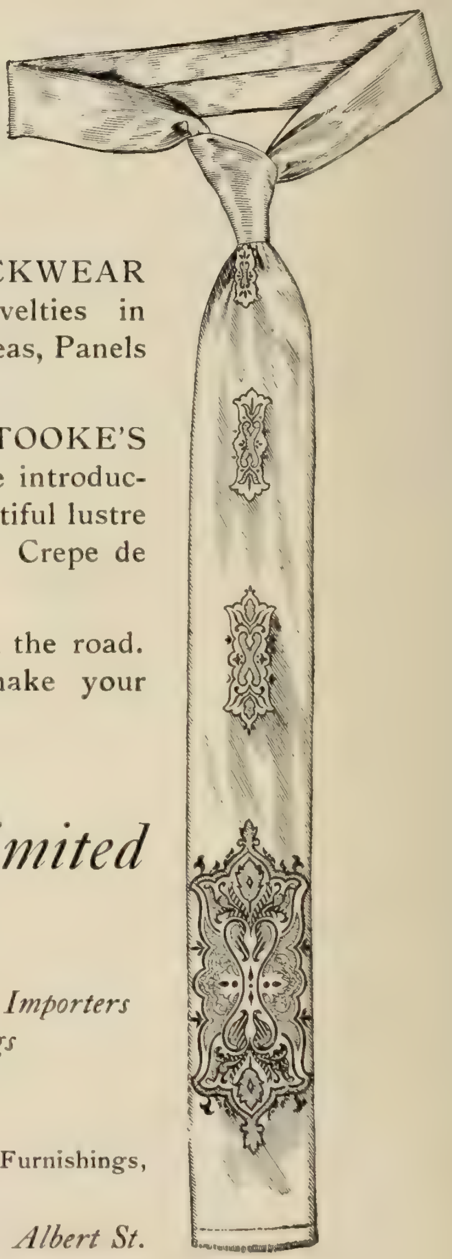
ADDRESS_______________________________

Tooke

Easter Neckwear



Graduated Border



Medallion End

TOOKE EASTER NECKWEAR presents many catchy novelties in Border Goods, Medallion Ideas, Panels and Top Knots.

In plain goods, besides "TOOKE'S Original Bengaline," we are introducing a new plain silk of beautiful lustre which we call "TOOKE'S Crepe de Faille."

Our salesmen are now on the road. Easter comes early, so make your selections promptly.

Tooke Bros. Limited

Montreal

Manufacturers of
Shirts, Collars, Neckwear. Importers
of Men's Furnishings

Full Stocks, including Men's Furnishings, carried in our

Winnipeg Warehouse - 91 Albert St.

VOL. 2 No. 3

MEN'S WEAR REVIEW

MARCH, 1912

Special Features

Employees give pointers to the boss.

Are you sure your property is fully insured?

The up-to-date men's shop.

The woman buyer in the men's store.

Getting value out of 60-ft. front.

Good advertising for the Easter season.

Edwards' short-cut system in card writing.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED
3RD WEDNESDAY OF EACH MONTH

PUBLICATION OFFICE 143-149 UNIVERSITY AVE., TORONTO

ONE OF THE EXCLUSIVE SUIT STYLES IN OUR SPRING RANGE

REPRODUCED FROM ONE OF OUR SET OF SIX STYLE CARDS

The New Model Suits of Art Clothes for Spring, 1912, have a pronounced Style Superiority that you haven't seen elsewhere. Notice it in the illustration we give you herewith.

For class, our competitors admit we are away ahead of them this year. And because Art Clothes are living up to every line of the pictures, our dealers are getting the big share of the orders in every town where we are represented.

In placing new Agencies for Art Clothes this season, we have discriminated in favor of the **best** store in each place. Consequently, we have deliberately held a few of our 1912 Selling Outfits for dealers who will discriminate in **our** favor before the rush begins.

Discriminate now for bigger business. Write

The
Art Tailoring Company
Limited, Toronto

Do You Call Your Salespeople? Is it Necessary?

IN this number of the Review several interesting articles appear, giving the opinions of employees in problems which they think could be remedied to the improvement of the business.

For the next Men's Wear number, the Review wishes to reverse this order and is therefore asking the employer to give a helpful hint or two to members of his staff.

While you may see fit from time to time, to take an employee to task for some reason, a feeling of antagonism is always created which might be avoided if the matter were brought to his attention in some way, appealing to his enthusiasm to do better.

Give Your Employee a Pointer

Are there members of your staff who do not take their work seriously? Are they falling down on any of those essentials that make a good salesman or buyer?

Do they inform you of matters you may not know about, but which should be brought to your attention in the interests of your business?

These are suggested topics, that may or may not touch on your staff problem. The Review's request is that merchants or heads of departments make this a practical symposium.

For each reply bearing in a helpful way on the subject, the Review will pay $3.00 in cash.

Replies will be published in April mid-month number of Dry Goods Review. All must be in the hands of the Editor of Dry Goods Review, 143 University Avenue, Toronto, not later than April 13th.

GET THE MEN COMING

Introduce a Good Line of Washable Garments for Men and You'll Get Them for all their Furnishings---We are Specialists

With a full line of "Defiance" garments you can cater successfully to all classes of men, and in doing this you not only satisfy them in laboring and outing clothes, but you're sure to get them coming for their better clothing and furnishings. Think this over. These are our lines:

Duck Trousers and Duster Coats

Barbers:	Butchers:	Grocers:	Doctors:	For the Boy:
Coats, Vests, in the best styles, well finished.	Coats, Frocks, Aprons---A splendid line.	Coats, Aprons, Dusters --- A 1 values.	Coats, Gowns, Caps, Operating accessories.	Boys' Scout Suits, Bloomers, Indian Suits, Cowboy Suits.

We also make Cooks' Coats, Porters' Coats and Waiters' Coats.

DEFIANCE MANUFACTURING CO.
LIMITED
COLLEGE AND BATHURST STS., TORONTO

"How do you spell SHOWERPROOF?" "C-R-A-V-E-N-E-T-T-E, of course!"

DUST-PROOF AS WELL AS SHOWER-PROOF

'Cravenette' SHOWERPROOFS

BDA
(Copyright)

The "CRAVENETTE" CO., LTD., affix their stamp only to such goods as are suitable in quality for showerproof purposes.

REGD TRADE MARK
Cravenette
PROOFED BY
THE Cravenette C° L^TD
Facsimile of Stamp

Therefore this stamp is a guarantee, not only of Showerproof properties, but also of the quality of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS. IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

THE CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps, patentees of "The Mascot," and other select shapes.

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

Now showing Fall Samples

Spring Goods in Stock

"KING EDWARD" SUSPENDERS

Retail 50c. Price

KING EDWARD
SUSPENDERS
Are so Easy and Comfortable

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.

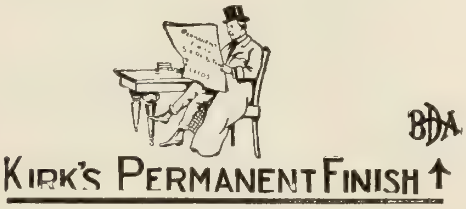
BERLIN :: ONTARIO

"MEN'S WEAR" says: "Tailors and Outfitters all over the world are greatly indebted to Messrs. Samuel Kirk & Sons, Ltd., for the perfection to which they have brought their permanent finishes for linings (Italians, Mohairs, etc.)"

THE BEST ITALIAN LININGS BEAR THE

KIRK

Stamp as below:



THERE ARE TWO FINISHES WITH THIS NAME AS A GUARANTEE OF EXCELLENCE IN BRILLIANCY, PERMANENCY & STRENGTH

(1) The Original **"Permanent" Finish**

(2) **"Velper,"**
(Regd.)

The Velvety Permanent Finish for those who prefer a soft handle.

BDA
(Copyright)

Patterns showing either finish can be had on application to

The Bradford Dyers' Association, Ltd.

39 Well St, Bradford, England

London Offices: 128-129 Cheapside

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses

Reinforce Your Business
By Satisfying The Boys

for when you satisfy the requirements of the romping, rough and ready boy, you are quite sure of receiving the trade of the parents. Don't forget that boys make men and if educated to come to your store you are laying a foundation for the future.

TRY "LION" BRAND CLOTHING FOR BOYS.

THE JACKSON MFG. CO., CLINTON
FACTORIES:
CLINTON GODERICH and EXETER

WILLIAM LOCKIE & CO.
HAWICK, SCOTLAND

Do not place your orders before seeing this line. We shall be glad to submit samples if your wholesaler is not carrying them.

SCOTCH WOOLLEN VESTS in Pure Wool, Real Angora and Pure Cashmere — 120 Designs

SEWARD BROTHERS
251 St. James Street
MONTREAL, P.Q.
Phone Main 4179

A Filing Cabinet
That would be an ornament in your office.

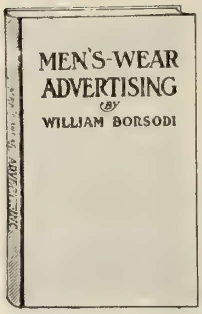
Will file a mass of letters, invoices and all kinds of documents.

Merchants throughout the whole of Canada realize more and more the urgent necessity of conducting their office work on business principles. Is your office equipped with a Filing Device—the kind that helps you—saves time—where letters and papers are always handy for constant reference? Make your minutes count by using one of our four drawer Filing Cabinets. It is built and finished like the finest piece of furniture in select quartered oak.

Send for Descriptive Folder and Price
DEPT. A
ONTARIO DESK & SUPPLY CO.
ELMIRA, ONTARIO

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



Pages 8x11 inches
Bound in Boards

The best advertising writers in the United States and Canada—the men who have made money through these ads.—have contributed all of the trade-winning advertisements which they have used in the past 19 years.

Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR $2.00

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE, TORONTO

Perrin's Gloves **Perrin's Gloves**

The Kind MEN Wear

There's a manly feel and appearance with Perrin's Gloves. They appeal to men who value their appearance more than a few cents and who appreciate real glove value.

Suit the man with gloves, then his larger trade is easy to get.

Prices range from $1.00 up, with a good margin of profit for you.

PERRIN FRERES & CIE.

28 Victoria Square, Montreal

FRANKLIN KNITTING MILLS

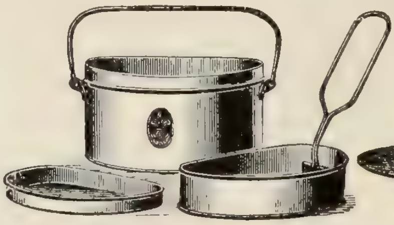
NEW YORK CITY

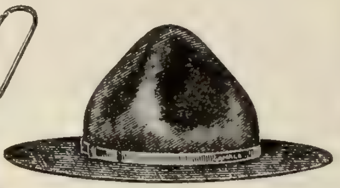
We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.

We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA
SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST
J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal





Get the Boy Scout Business

When Spring opens up there will be a great rush for Boy Scout outfits and clothing in your town, which will mean good business for you.

ARE YOU PREPARED

to meet this demand? To do so, you must order your supply early, and be sure your stock is "official."

The Boy Scout business is getting bigger each year and it's bound to grow, and you can make your store the boys' headquarters for all their requirements, by carrying a stock of reliable scout goods.

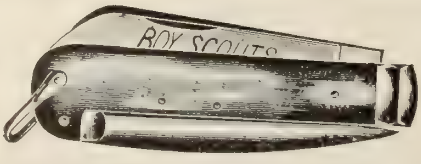
"Miller's Official" outfits are the first in America, and we are authorities on Boy Scout and Girl Guide uniforms and supplies.

We specialize in cadet uniforms

Write Dept. No. 1 for Illustrated Catalogue

Kindly mention what you are particularly interested in.

The Miller Mfg. Co., Limited
251-253 Mutual St., TORONTO



This is a shape just added to the "Success" range.

The "Royal Duke" is a general wear collar of very smart appearance.

The special points are the new opening—"more tie" showing—and ample room for the tie to slide—plenty of spring in the collar.

This new shape is already in stock. Your wholesaler can supply you. Made to retail at 2 for 25 cents.

The Canadian Converters' Co. Limited.
Montreal

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Gossip in the men's wear trade — King George wears very little jewelry—Unique business-bringing ideas.

King George, in ordinary dress, wears very little jewelry. One very fine diamond he usually wears on one of his little fingers. For evening dress he has a great fondness for pearls. A set of black pearl studs and sleeve buttons he has worn for years. He occasionally wears enamel sleeve buttons in very subdued colorings. His cigarette cases and scarf-pins are all remarkable for their simplicity and unobtrusiveness. It has been observed that the King has taken to wearing a ring on the third finger of his left hand. Its only ornament is an engraving of a small Tudor crown, a device which used to be very popular with the late King Edward. This plain band of gold suggests a wedding ring, and is worn, perhaps, to set an example.

* * *

The Review this month is asking the "bosses" to hand out some pointers that may be of helpful interest to the employees. See the proposition as described on another page.

* * *

The other day a woman returned to the shirt department of a large store a garment without a button-hole in one cuff. The garment, she said, had been worn for three days by her husband before he had noticed the defect. She had had the shirt laundered before returning. This is on a par with the man who bought a house and one year afterwards went to the previous owner with the complaint that he had just discovered there was no stopper for the bathtub.

* * *

A garment hanger, combining cloth and hat brush is a practical device that has recently made its appearance.

In window displays unique mechanical contrivances in which the motive power is concealed never fail to draw attention. In a men's wear window reently, eight small celluloid balls, red, white and blue, were placed in a cage-like enclosure. The breeze of one or two concealed electric fans below the screen that formed the bottom of the space caused to balls to dance incessantly. Letters on these balls formed the name of a new style tie or other article and a prize was offered the first person who handed in the correct name as spelled out by the balls.

* * *

A novelty in bill holders has full length opening for inserting bills, but one of the corners is cut away at the top to permit of one bill being withdrawn at a time if desired.

* * *

The Review last month referred in this department to the advertisement of G. G. Hacker & Co., Osage, Sask., in which effective use was made of groups of words, each beginning with the same letter. In this case very little of The Review's real meaning got beyond the typesetting machine where an error occurred making "alliteration" read "illiteration." This gave the paragraph a sense that was never intended and The Review regrets the error. Speaking of similar mistakes, without attempting to "condone the crime," the newspapers have not yet noted the recovery of the benefactress who really endowed a cot in the hospital, but who, according to one report, "endowed a cat."

* * *

Discussing the features of the neckwear vogue in London, Eng., an authority points out that in staple lines greys, blues and browns are the leading colors, the last named being highly favored. A particularly fascinating shade is the wasp brown. In the novelty class spots in all sizes and colorings are largely used, from pin spots up to the size of a penny piece. Greys, as well as blacks and whites are good lines and green and white stripes on a neat, small striped background is regarded with favor. Silks, crepes and poplins are the popular materials. The latest in stripes is one four inches wide on a black or neutral ground. The effect when tied is described as "somewhat bold, but smart."

* * *

A unique idea is worked out by a clothing manufacturer in his advertising. It takes the form of two columns of "thought gems" for the benefit of the trade, while a centre or third column is reserved for a talk about his goods. Here is an extract: "The merchant who cleaves to the truth is traveling the right road. It may be longer with many curves and windings, but it leads to the 'City of Dreams Come True.'" "Uphold your prices and you hold up your business. Lower your prices, except for legitimate cause, and its the bend that portends the end." "In business we need less of the 'I'll go and try' spirit and more of that 'I'll do or die' spirit."

View of special display case placed over clothing wardrobe in Hickey men's wear store, Toronto. Chiefly used for neat displays of evening wear and accessories. Trimmed by J. K. Dallimore.

* * *

A short story writer, describing the habiliments of one of his characters recently, referred to the boldly-hued shirt he wore as being of the "stop-look-and-listen" variety. These are the kind of shirts that

In the early displays of Spring clothing browns and greys are occupying a very strong position. In fact some houses have gone so far as to feature these colors in distinctive windows with good effect.

* * *

Read the "pointers" to the boss in this number of The Review. Employees have expressed themselves in that department, not from any spirit of fault-finding, but with a view to improvement, their should be prescribed for somnolent nightwatchmen. interests and those of their employers being recognized as one.

* * *

By offering prizes for the six best titles descriptive of a photo published each week in connection with his advertising, a men's wear dealer has aroused considerable interest in his store. Sometimes the picture is that of a window display, a salesman showing goods to a customer, or some other view relating to the business. A large photograph is displayed in the windows with full particulars of the contest, and cards are issued bearing a reproduction.

Employees' Ideas for Better Business

Replies to "Review's" competition bring out some hints for the boss—Department and efficiency of store help—Advertising—The man with a hobby—The boss who is late at business—Backing up the salesforce—Abuse of position in urging people to buy—The over-solicitous boss

JUDGING from the replies which The Review has received in its latest competition, the position of "the boss," or head of the store is by no means a subject beyond critical comment. Employes were asked to give through the columns of this paper pointers calculated to help the business in which they were engaged. The ground was taken that many employes could thus express their views on matters which they might not care to discuss with the boss direct, and which, when dealt with from the onlooker's viewpoint, might not fall on entirely fruitless ground. In order to overcome any feeling that these pointers might at any time react upon the men who gave them, The Review has agreed to withhold the names of the writers, but would explain at the same time that it has a much higher opinion of the Canadian merchant than would seem to go with the suggestion that there are those who would resent a helpful hint from an employe.

I have seen the boss get down about eleven o'clock in the morning . . . and radiate discontent to the farthest corner of the store.

Just here one of the pointers should be brought to bear. It is that merchants should hold regular conferences of their staff for the purpose of discussing the welfare of the business, and, at these meetings, every man should be encouraged to speak his mind.

Of the large number of replies received, ten were from window trimmers suggesting that their boss give them some further encouragement, financial or otherwise, towards bringing the display equipment of the store up to a higher standard. One is justified in stating, after reading these letters, that advertising by means of artistic display is in the hands of ambitious young men, and that the more they apply themselves to their work, the surer will be the encouragement, for no boss is so blind to-day as to doubt the selling ability of a good window.

While many of these pointers are as adaptable by salesmen or heads of departments as by 'the boss" himself, The Review's next feature along this line is in the nature of an invitation to bosses to send in pointers for the staff. An interesting series of replies is looked for.

In many of the replies received the same ground is covered, but in the following selections the Review gives its readers the full range of variety.

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What Every Store has to Deal With

Editor Men's Wear Review.—My pointers have to do with class of trade, deportment and efficiency of store help, advertising, store attractiveness, travellers. These headings are not in the order which every business critic might place the most importance in but they will suffice to give an idea of what every store has in general to deal with.

The class of trade.—Most concerns in the men's wear or dry goods business have a general class of customers to deal with, and if the boss is to take a hint on this heading, he must have every sheet out to the wind, for the wants of the people are many. One instance will suffice. It is just as important to the merchant to supply the needs of the customer who wants a ten-cent pair of hose to have the hose she wants in the size she wants, as to supply the one who wants a pair at fifty cents. The poor, the rich, every man and woman in fact, has friends and the majority have the wherewithal to talk with and they talk.

Deportment and efficiency of store help.—This heading may seem out of place, but read on. The clerks will not get the blame if they indulge in a round of gossip, a frivolous set-to behind the screens, or a lonesome counter left to its own devices while the boss is out, but it's the management who get rated as "too easy" and the store will soon be branded as a second rater, no matter if dollars can be bought for fifty cents.

Mr. Boss, take a peep in when you are not expected and see where you will find your paid pipers.

Advertising.—Yes, every merchant advertises; ninety-nine out of every hundred do, and the hundredth does too, but he does not always know it. But it's to the ninety-nine that we would drop a little hint. The reading public look to the advertisement for information, whether it be the merits of a pill or what Mr. Blank is going to sell tomorrow. At this time of the year styles, fabrics, and the many things which are dear to the heart and eye of the woman shopper.

It's very important, then, that there be something to interest—mere reading matter does not always do the trick—something different to the January and February sales, something with snap and spice to it. A few timely cuts, a change in the style of typesetting, some new phrases, all help to catch the eye.

Whether the ad. writer is the manager or a paid ad. man, it is time for a change and it is up to the boss to see that there is a change.

Store Attractiveness.—You will soon be advertising Spring housecleaning. Set the example yourself, Mr. Boss. If you look sharp you will see a few spider webs in the corners, those skylight windows are very dirty, the woodwork is grimy. A coat of varnish would not cost much, but how good and how fresh a little paint smells. It tells quicker than anything else that there is something doing. Perhaps your landlord won't do this for you, but do it yourself. It is as good as a whole page in the daily.

The public has an eye for improvements as well as bargains.

Travellers.—Have you ever been one? Do you know how to treat them? There are many who have no business in the profession. They don't stay long, that kind. But those who do stay, who come trip after trip, know lots of things the boss should know. If you can't give him an order, give him a smile and say so. If you can, set the time and place and keep the engagement for they will stay until told to go. That is their business.

That is from the standpoint of an observer. Perhaps the bosses may have something to say to the observer.

Boss With an Unsettled Mind

Editor Men's Wear Review.—How many readers of your paper have bosses who get down to business at 10 or 11 o'clock in the morning and then fuss about the store in such a way that everything seems to go wrong for the rest of the day? How many? Hands up. I see there are quite a few who have bosses of that kind, so that if mine jumps on me for this pointer, I can prove an alibi. I have seen one of our bosses arrive about 10.30 on a fairly busy morning, snap something at the first man he would meet, fail to recognize any of his old customers who happened to be in the store, trip over a stool, address a few unkind words to the boy and in due course sink into his office chair with a crash that seemed to echo discontent to the farthest corner of the place. In two minutes he would be out again, find fault with something that he himself was probably responsible for and finally he would have the whole staff by the ears. All this would occur at a time when everything should be running smoothly.

Now, the best time for the boss to be critical is when he is in an amiable frame of mind and between 8 and 9 o'clock in the morning, or at the end of the day's work, when he can outline those little details to which a remedy can be applied that evening or first thing in the morning. My opinion is that every boss who is in an unsettled state of mind as the result of something that did not happen at the store, should walk around the block before he gets there or else stay at home until it is out of his system. Besides, 10.30 is no time for a man to get to business; that is, unless he has some good excuse. A disagreeable fault-finding disposition in the office is the explanation of much of that discord or lack of co-operation in the sales force.

"If you can't give the traveller an order, give him a smile and say so."

Boss Who Abuses His Position

Editor Men's Wear Review.—The pointer that I would like to hand out to some bosses is that, as heads of their business, they should not abuse their position by urging people to buy goods. Let me make my point clearer. A prominent citizen entered our men's wear department in February one year ago to look at some Spring overcoats which had just come in. It was an advance lot, very classy, and mention had been made of them in the advertisement the night before. The best we could expect any customer to do with the thermometer at 5 below zero was to examine them and probably have us lay one aside for him. Well, this customer looked them over, but declared that was too early for him to think of buying Spring overcoats and that he would make no decision. He promised, however, that when it came time to buy he would do business with us.

We knew his word was good, but, as he walked towards the door the boss caught up to him and urged him to go back to the overcoats. We could see the man was irritated, but he finally decided upon a coat and hurried out of the store. The boss, because he was the boss, probably found it easy to sell that coat, but he did not know that the customer felt he was being coerced. The man paid for the coat, but he has not been near the store since. Had one of the staff urged him to the same extent he would have resented it. Yes, the boss can often sell stuff easier than one of his salesmen, but there is such a thing as overstepping the mark. We know for a fact that there are bosses who induce people to take goods that do not altogether please them, or in quantities that they do not require, and we know too that it has lost business. There is a limit, even for the boss, and we hope when he sees this pointer that he will take it seriously and in good part.

Why do employers not confer regularly with their staffs, when matters pertaining to the best interests of the business might be discussed? It would create greater enthusiasm.

◆

Hold Staff Conferences

Editor Men's Wear Review.—I notice that in connection with this competition you say that no names will be published, that you want employes to speak candidly to their employers. Therefore, it is assumed that it were better not to publish names. This suggests a pointer not only for my boss but for many others as well. Why do they not hold a regular weekly or fortnightly conference of their employes, at which matters pertaining to the welfare of the business might be brought up and discussed, when members of the staff would have an opportunity to relieve their minds on this, that and the other subject. No employer can see himself as others see him, and too often is it the case that he resents any suggestion from a member of the staff calculated to remedy any defect of policy or method for which his customers are criticising him and which is telling against the business. My pointer is, let's get together. It makes a fellow feel that he has some interest in the business. Many a man doesn't know when he has got a willing horse. I'd tell this to the boss if he was a good listener.

◆

Too Much Glad Hand

Editor Men's Wear Review.—We think we have not only one of the most courteous bosses in the world, but one whose glad hand and broad smile is a decided "feature." He radiates that warmth of welcome which certainly explains how it is that he has more friends than there are fingers and toes in his entire staff. But the boss sometimes goes a little too far. There are occasions when he seems to overdo himself. I have seen him become so solicitous over a customer's requirements and accommodation as to make her feel uncomfortable. At the same time he exasperates the person waiting upon her. After directing her to the department in which she was interested, he would again take up his position near the door and, if no person entered in the next few minutes, back he would fly to the customer, ask her if she was being properly served or else hover in the vicinity to assure himself. Now, I don't think this is necessary. No one can blame a merchant if he sees to it that customers are made welcome and have proper attention, but there are things that must be done with moderation. Some customers, of course, are flattered by attentions paid them, while others are more sensitive and less appreciative. My pointer is—don't overdo it. It is possible to have too much of a good thing.

The boss is sometimes over-solicitous about the people who come to the store, with the result that both customer and salesman somtimes become exasperated.

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Bosses who Smother Ambition

Editor Men's Wear Review.—It strikes me that there are some bosses who are doing more than they think to smother ambition in their young men.

(Concluded on page 90.)

What Constitutes the Smart Men's Shop

Most approved size of display windows — The arrangement of stock in order to give customers best service — Keeping stock in good condition — Windows co-operate with selling — Value of interior displays.

By A. K. Dallimore

FIRST we have the windows. The most important part in any retail business is to have a neat, attractive window, one that will bring you good results. I find the best shape and the size most suitable for men's wear displays is a window 6 feet by 8 feet, with a shelf about 5½ feet from the floor and projecting out about 2 feet. This window will give you ample space for effective clothing trim. For furnishings and hats the same window, with a divider in the centre, will give you two very attractive displays, besides your shelf trim.

LOCATION OF STOCK.

The location of stock is the next most important thing to the windows of your store. To have your stock arranged in such a manner as to give your customers quick and attentive service without having to hunt for what you require or call another salesman to help you find it. This I have often seen occur in up-to-date men's wear stores.

This method I find is very satisfactory to merchants handling furnishings, clothing and hats and having a long, narrow store. Starting on one side of the store, we have gloves first, collars next, shirts both in cases and shelves, then hosiery, underwear, pyjamas and nightshirts, and if handling made-to-order shirts, a table in the centre of your store for shirting displays is very attractive and a good seller. Neckwear can be shown on neckwear stands or in cases and reserve stock kept in drawers for that purpose. There are a few other lines such as jewelry, umbrellas and walking sticks, etc., which require separate cases to be kept properly.

On the other side we start with the hat stock, one which takes up considerable space; next the clothing and waterproof coats, which occupies the remainder of the store. In the centre of the store a couple of tables or show cases, which will be found very valuable for displaying merchandise on, such as unit trims of clothing and furnishings, or for specializing a certain line of neckwear, hosiery or underwear, etc.

HOW TO KEEP STOCK.

Keeping your stock well up and in good condition is very essential in the men's wear business in order to know when buying exactly what goods you are low in and what quantity you have on hand. This knowledge has also an important bearing on everyday business.

A very good system is to always have a complete list of your reserve stock so that you know exactly what goods you are low in and for the buyer to have a fyle on his desk for nothing but goods wanted. Immediately a salesman or stockkeeper finds any line that he requires, he makes out his list and puts it on the buyer's fyle.

There are several stocks which require considerable attention to see that they are kept well up, such as gloves and collars. They require to be gone through every day to see that all sizes are represented in forward stock.

A very good plan in keeping a collar stock is to have a reserve stock right behind your forward stock so that in case a customer comes in for a dozen collars and you do not happen to have that number forward you can put your hand on your reserve stock without a moment's delay.

The underwear stock is one which also calls for a lot of attention and is a stock which requires a good salesman and stock-keeper to look after it properly. If not carefully watched it will accumulate a lot of odds and ends.

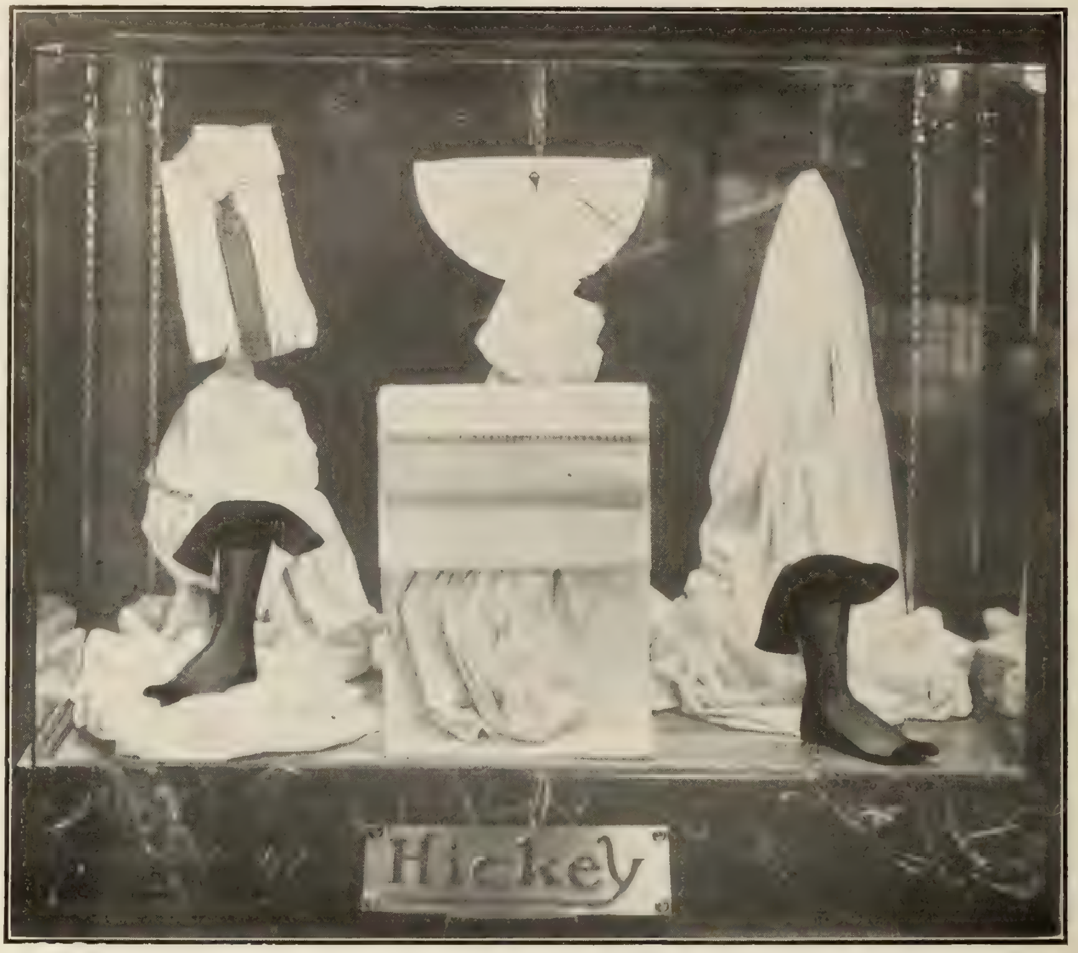
The hat stock is one that requires a careful buyer and one which you must be careful to see that no large or small sizes accumulate, also one which demands a good salesman and one who can look after stock properly.

Clothing is a stock which has become easier in the last two years for the salesman to handle, as most of the up-to-date men's wear and clothing stores are now equipped with the new style wardrobes or cabinets. When piled on tables it makes considerably more work for the salesman and it is harder for him to show his merchandise.

There are several other stocks which require close attention, such as neckwear, shirts, hosiery, pyjamas, etc., but if properly bought are easily sold.

DISPLAYS SHOULD CO-OPERATE WITH SELLING.

If you are showing in your window a line of shirts at $1.50 and a line of neckwear at 50 cents, you should make a neat display of your neckwear at the front of your store, the same with your shirts on your shirt case, so that immediately a customer enters the store he is confronted by this line of neckwear. The salesman should specialize and introduce these lines while they are on display in the window. By this means you are able to clean a line right out and always have something clean and fresh for your trade.



Interior case trim of high-class shirtings and hosiery. Displays of this kind never fail to sell the goods. For Hickey, Toronto, by J. K. Dallimore.

DISPLAYING GOODS WELL WITHIN THE STORE.

Unit trims of shirts, collars, neckwear, hats and clothing, etc., if properly arranged on a table or in wall or floor cases, give the store a very attractive appearance and are good salesmen. With these trims neat show cards giving the price of the merchandise displayed or making some particular mention of it will be found most helpful.

It is very important to see that all merchandise is properly ticketed and marked in good, plain figures. This saves a lot of confusion and mistakes. There are different styles of small tickets made for this purpose, such as neckwear and shirt tickets, etc., and the ordinary pin ticket which is used by most merhants.

A FEW HINTS ON SALESMANSHIP.

Never fail to know what goods you have in stock and where to find them quickly.

Never show the cheapest goods first; sales are sometimes lost in that way.

Never sell a customer something he does not want, he may never come back

Never asks a customer what price he wishes to pay for an article.

Never be discourteous, it is a fault that cannot be excused.

◆

A small account book, bound in leather and of a size to fit the pocket is the appreciated souvenir that is sent out by one firm at the first of the year. The name and address of owner, number of watch, etc., may be entered in blanks on the first page.

◆

Tim Burke, for several years head salesman with M. J. Carter, men's wear dealer, Lindsay, has gone to Port Arthur to assume the management of a clothing and furnishings store. Mr. Burke was a prominent member of the Lindsay curling club and in a sendoff in which about one hundred curlers participated, he was presented with a beautiful gold watch.

Lesson 18---Complete Course in Cardwriting

Showing the lower case of the capitals demonstrated in the previous lesson — The three cards illustrated introduce the trade mark idea in cardwriting

By J. C. Edwards. Copyright Canada 1911

HOW many stores or commercial institutions work the trade mark idea to the extent that is possible? There are some that do, but there are hundreds that don't, and these are the businesses that remain small and immature, and the heads of these places wonder why those others grow

The reason lies, to a great extent, in the advertising; either the advertising is too weak, or too little.

We suggest the selection of a good trade mark and and become great industrial concerns. advertising it everywhere, keeping it constantly before the public eye—in every advertisement, on every sign, on your electric signs, on every window card. Make it so common that every time it is seen it is at once associated with the firm's name.

THE TRADE MARK ON CARDS

To demonstrate the trade mark idea on the show card, we are illustrating three sample cards showing the manner in which it is used.

The "hand bag" card has the double diamond trade mark with the firm name or the firm's catch phrase inside. The space between the two diamonds is in a color which makes it stand out strongly in relief. In the "layette" card, the trade mark is more in keeping with the nature of the goods being advertised, the outline of the shield being in a light shade with the centre white, and the lettering in a light shade. The strength of the trade mark should be regulated by the style of card it goes on. The "suiting" card shows still another style which is in keeping with the general effect of the card, viz., the lined style.

WORKING UP A DESIGN.

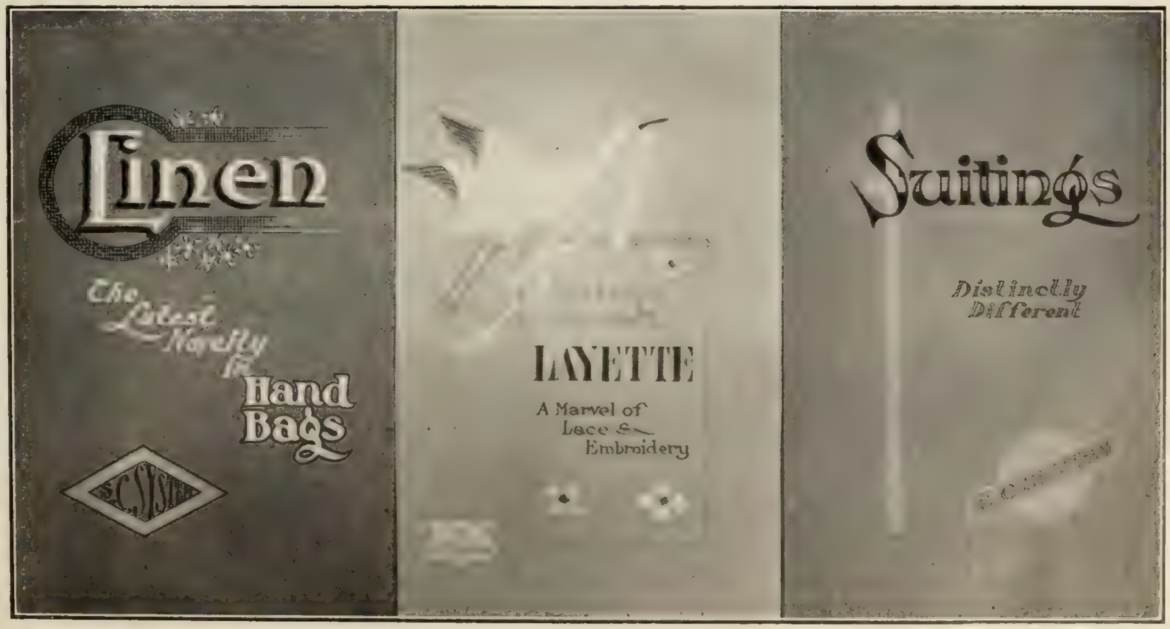
Get an idea into your head and improve on it wherever you can. Sketch the design in pencil first, just roughly, then if it suits you, ink it in.

The design in the "hand bag" card makes a very good effect. The circles were made with an ink compass in alternate black and white lines, and then cross hatched with black ink. This design may be carried out to splendid effect in colors or tints. The floral effect is very simple, in fact only a suggestion is needed to illuminate the design.

First, the outline is made with the brush, then a light tint is added or filled in, with a few touches of the brush in the centre to complete it.

THE STORK A SUITABLE DECORATION.

If illustrations are used or drawings made on a card, they should harmonize with the inscription. The stork decoration used on the Layette card is quite in keeping with the "Dainty, Snowy Layette," as it is symbolic of infantile reception. This design is made by first drawing the bird in outline on the light champagne card, then coating the whole design with white and touching it up with a light grey and dark grey for the tips of the wings, the beak and the feet. The apple blossom designs used in the panel also lends a dainty touch to the card.



Seasonable cards, introducing trade mark idea. See article.

AN UNUSUALLY SIMPLE TREATMENT.

Note the very simple decoration used in the suiting card. It certainly is "distinctly different" and yet refined.

The word "suitings" is outlined first, with a brush No. 4, red sable, square point, drawn down small. Then the white line decoration is made. using the T square and small pen, say a number 5 or 6 soennecken, as shown in the upper corner of the plate. These lines may be made first, if desired, and the letter outlined over the top of them.

The letters then are filled in, leaving the space, as shown, open, allowing the white lines to show through.

The words "distinctly different" are made with a small soennecken pen and left in outline.

RULING WITH THE SQUARE.

In ruling with the T square, be careful not to allow it to rest on the card, but to raise it high enough to allow the wide part or shoulder of the pen to rest against the edge. Hold the hand and T square steady and give a firm, quick stroke.

Another device for ruling is known as the ruling pen. It is a double affair which may be regulated by turning a set screw. The ink is dropped in as needed.

DAINTY OUTLINE LETTERING.

Nothing but dainty lettering should be used on such cards as the illustrated "layette" card. The pen outline letter gives a daintier effect than if filled in. The word "layette" is outlined with a grey shade and filled in with black, which brings this word out more prominently, as it is the main word of the inscription.

THE HAND BAG CARD.

The object in making the word "linen" the most prominent on the card is to bring out the importance of the novelty, otherwise the words "hand bag" would be given the foremost place.

WATCH YOUR SPACING.

It is indeed important to the properly written show card, to see that the proper spacing is given both the words and the letters as well as the whole inscription on the card.

For further particulars re brushes, pens, etc., write to J. C. Edwards, c|o Dry Goods Review, 143 University Ave., Toronto.

◆

A belt made of silk in fine grosgrain weave and with gun metal or bronze buckles is one of the recent novelties in accessories. Black, gray, tan and brown are the favored colors in leather belts and there is every prospect of an excellent season.

Bosses Who Smother Ambition

(Concluded from page 86.)

When a salesman has reached that stage with a house at which he is learning nothing, but merely goes through his work like a machine, it is, I take it, the duty of the boss to have a heart to heart talk with him. If there is nothing further ahead of that man in such a position he should be told about it frankly.

I know of men who have stood behind the counter at the same salary year after year. They were good salesmen, faithful employes, and all that, but they had fallen into the rut and their bosses knew they could keep them there at the same figure as long as they wanted to stay. In a way I am a boss myself and I would like to see every man in the same position give each of his employes a clear understanding as to his opportunities for advancement in that business. Many a man owes his success to the step which took him out of a position that was easy and comfortable but which seemed quite hopeless as to the future.

"I could see that the customer was irritated. He bought a coat, but we haven't seen him since."

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The Boss with a Hobby

Editor Men's Wear Review.—This is a pointer for the boss with a perpetual hobby. I was employed in a store where the boss showed a marked preference for one particular department. He spent most of his time in it, he bought the goods for it and, in short, gave it more consideration than any other section of the store. That department always got the choicest windows, the greatest amount of advertising space, the choicest of everything, and as a result the heads of other departments did not like it. They entered a protest, with the result that the boss became a little more impartial, but he sacrificed none of his attachment to that one department. It seemed to me at that time that a boss should not allow his employes to feel that he is hobbyizing one part of his business to the possible detriment of another, or so as to cause indifference or ill-feeling in another.

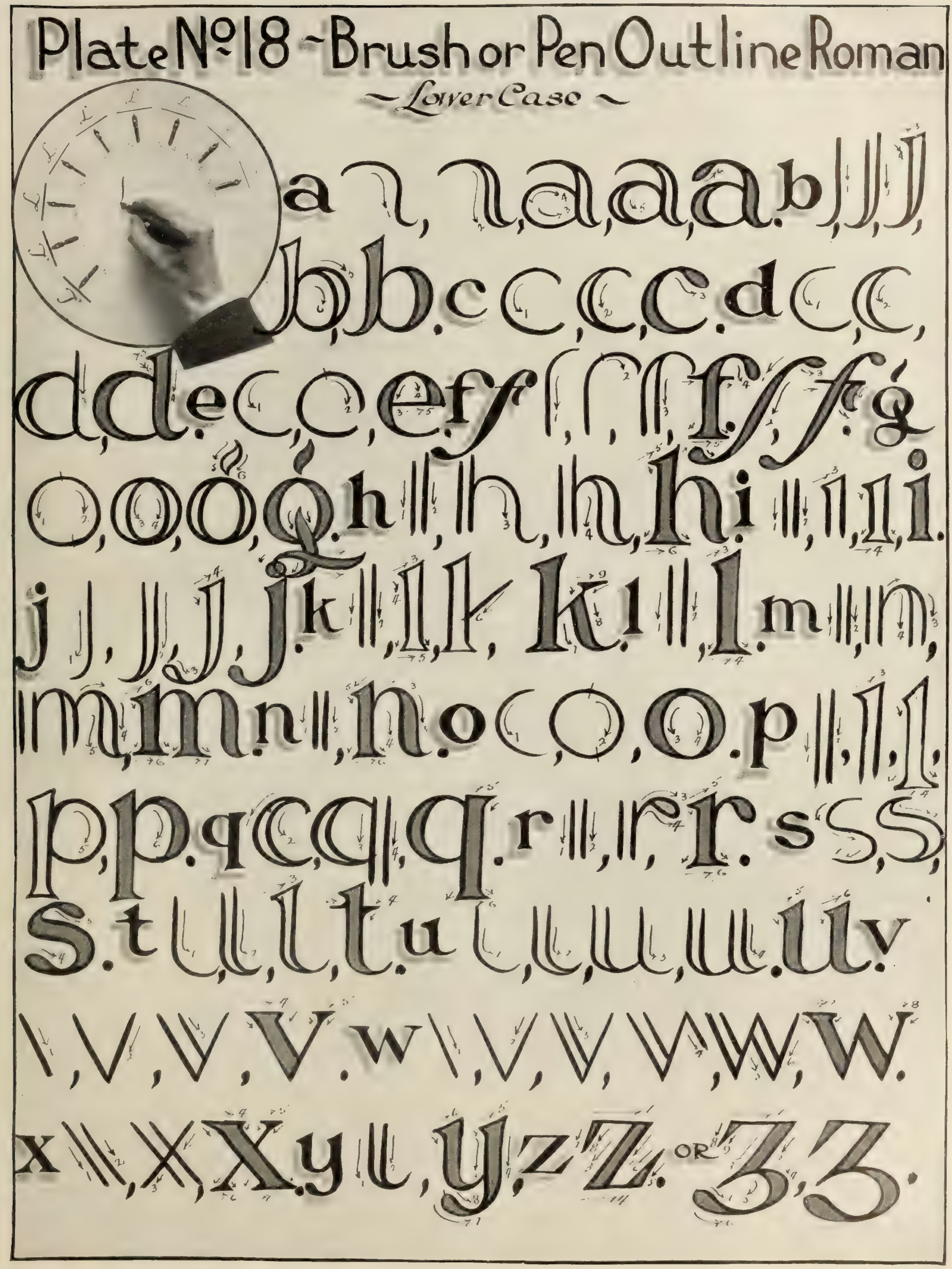


Plate No. 18 – Brush or Pen Outline Roman
~ Lower Case ~

This plate illustrates a letter that is particularly useful for fancy show card headings.

Sure Your Property Is Fully Insured?

Merchant can make his own rates if he will only reduce the fire risk— Avoid all misunderstanding on the wording of the policy — Fifty per cent. of fires preventable — Short term policies when stocks are at maximum

For the "Review," by A. E. Edgar

A NEWS item in The Dry Goods Review of Feb. 21 reads: "At the recent fire in Eaton's Toronto store, the staff fire-fighting brigade was on hand at the first puff of smoke. * * * The question is, If your store caught fire to-day how many of your staff would know what to do to meet the emergency effectively?"

In the same issue there appeared the following wording in a full page advertisement:—

"FIRE NOTICE. On January 19th our building was partially destroyed by fire. This unfortunate incident necessarily delayed us somewhat in the shipment of orders then on our books."

These items form a coincidence that can hardly be passed over without comment. Hence the following remarks on fire insurance:

Most people are of the opinion that a fire insurance company is glad to accept any old risk as long as they get a good fat premium out of the insured. This is not in accordance with their practices, for many buildings remain uninsured because the insurance companies will not undertake the risk except at a prohibitive rate.

As a matter of fact the insurance companies would rather accept lower premiums and have the insured use the most approved methods in building and in installing fire-preventing appliances.

INSURED CAN MAKE THE RATES.

A reliable insurance agent, once remarked: "The insurance rates can be made by the insured if they will only reduce the fire risks. The co-insurance of fire protection is bid for at high prices by insurance companies, their bids taking the form of liberal allowances for improvements of premises."

An insurance underwriter has described insurance as "the system, or machinery, by which we, as prudent individuals, secure peace of mind and immunity from losses which may arise from certain contingencies over which we have no control."

PREVENTION—PROTECTION.

One man's property is just as much exposed to the risks of fire as another, except so far as fire-preventing ideas have been adopted. The merchant should not only take out a sufficient amount of insurance to protect him from loss but should take every precaution to prevent any such loss.

There is no doubt that the matter of fire prevention is of more importance to-day than the mere securing of fire protection. Not one merchant in a hundred who believes himself to be fully insured ever secures enough from the insurance companies to compensate him for the consequent loss of business, worry and strain and general set back the business sustains when a fire occurs.

HIDING MATERIAL FACTS.

In making an application for fire insurance the merchant should see that it is properly filled out. Sometimes the agent fills out the blank and takes it to the merchant to sign. If a merchant hides any material fact in making this application and a fire occurs he may find it hard to collect. This is not because the insurance company does not wish to pay its legitimate losses, but because the hiding of facts may have made a difference in the rate to be charged.

Any insurance agent will give a merchant making application for insurance what is known as an interim receipt for the amount of the premium paid so that the merchant's property is covered by insurance immediately. This receipt holds the same as a policy for 30 days, or until replaced by a policy, or until it is revoked by the company, which may decline to accept the risk.

A fire insurance premium is payable in advance and usually annually.

SHORT-TERM POLICIES.

Short-term policies may be secured at any time to cover an extra heavy stock and should be made use of oftener by merchants than they are.

Claims are paid on satisfactory proof of loss, or damage by fire and water being made to the company. It is customary for a company to print the conditions of the policy on its face or the back. One of these conditions calls for an immediate notice in writing that a fire has taken place, so that their assessors may proceed at once to ascertain the cause and particulars of the fire, and to examine in detail the statement made by the insured.

PRESERVES PROOF OF INSURANCE.

It is best not to keep fire insurance policies on the premises insured. Fire proof safes are little more than heavy iron ovens when a hot fire occurs and sometimes the policies are reduced to a cinder. The policy is the merchant's proof of insurance with the company and is best deposited in some other place.

The Rochester, N.Y., Chamber of Commerce, sometime ago issued a booklet on "The Prevention of Fire."

The following is a brief synopsis of the most important points touched by the booklet:

When you say that you are fully insured, how near the truth are you? Your store and your stock of goods comprise just about one-half of your business. No insurance will protect you from the loss of your trade.

A fire in your store may prevent your meeting the wants of those accustomed to buy from you, for a period of three or four weeks, sometimes much longer. That period is crucial.

You are attacked in an unprotected point and trade friendships formed during your enforced closing may mean that some business will never come back.

Fifty per cent. of the fires are preventable. There is no vast difference between the stores that have been burned and the one you occupy. You may be confronted with such a disaster within the next twenty-four hours. One reason for these fires is your feeling that there is no reason why a fire should happen to you.

But why shouldn't a fire occur in your store? What have you done, what are you doing, that would make it difficult for a fire to start in your premises? How would you put it out before it became dangerous?

The receiving and shipping departments of a retail establishment are necessarily filled with paper. Wrappings are taken off and excelsior unpacked with the goods. Some disposition of this paper, as well as the sweepings from the store itself, must be made that will allow the smallest possible chance for a fire to start. Certainly it is not enough that such waste be swept into a corner until it becomes an obstruction.

Furthermore, it should never be exposed to fire from the outside. Under the show-windows there are usually small, grated windows flush with the sidewalk, that are frequently open for ventilation. These windows are equally open to receive burning cigars, cigarettes and matches which may be carelessly thrown there by someone passing. A fine wire screen should protect all such openings.

Menance of Contagious Fire.

When the store is as safe as you can make it from inside danger, you yet have the menace of contagion. The stores on both sides of you, above or below you, all represent a source of danger, and it is well to be protected as much as possible. Windows in areaways can be made of wire-glass in metal frames, elevator shafts should be enclosed and all openings in floors should be similarly protected.

A store usually depends for its illumination on electricty or gas. If the wires or pipes are cut or broken the place will be dark. After you have been notified of a fire that endangers your store and you arrive in time to save some valuable papers in your safe—how are you going to get at them? Keep a lantern and a box of safety matches handy near the door; you do not know when you may need them. See that they are in good working conditions by frequent careful inspection.

Clean Cellars and Storerooms.

The cellars and storerooms of all stores should be kept as clean and orderly as the store itself. Should firemen have to go through your cellar to-night would they have to stumble over old lumber and packing cases, or is there a clear passageway through the centre? Help the firemen as much as possible and by keeping things orderly you may even help in saving life.

Every word of the policy should be carefully weighed, especially the provisions printed in the smallest of type. The "rider" should receive especial attention and unless it describes the property being insured, in a manner that cannot be mistaken, it should be changed until it does. The insurance company must do this because any changes made in the policy by the insured would invalidate it, or at least be of no legal value.

The rider should omit nothing that is essential to properly and perfectly describe the property insured. A careful reading of the body of the policy will take but a few moments and will make clear that while certain kinds of property are not insured by the company under any circumstances, there are other kinds of property that are insured only when they are specifically mentioned. Under this heading are usually to be found such property as awnings, signs, pictures and other store and office equipment, tools, implements, dies, models, patterns, drawings, firm members' or employes' wearing apparel and others. If these are to be insured they must be specifically mentioned.

Ascertaining the Limit.

It is customary for an insurance company to allow the merchant to place any reasonable amount of insurance on his property. For this reason the merchant must secure from the company permission to place any further insurance upon the property. It is best for the merchant to estimate the highest amount of insurance he would carry on his stock when it is at its largest and have the following wording embodied in all his policies: "Further concurrent insurance to the amount of (here state the amount) allowed," and then do not go beyond that limit without notifying the companies of the increase.

The taking of chances has no place in business. Business methods may be aptly described as the systematic working towards the elimination of chance. Yet retail merchants in all walks of life are more often guilty of taking chances in the matter of fire protection and fire prevention than in any other. It is strange that this should be so. The fire danger is ever imminent.

A merchant owes it to his creditors to keep insured in a sufficient sum to protect them from loss should his property be destroyed. He then owes it to himself to have a little additional protection for himself. Look well to your insurance. It is better to be sure than sorry.

NECKWEAR AND ACCESSORIES

Towards Better Business

Many changes during the past ten years which have vastly improved conditions in the neckwear market — Quick turnover at good profit — The new weaves.

THERE has been marked development in neckwear manufacture and in methods of merchandising during the past ten years. The retail buyer's viewpoint has also changed considerably, as well as merchandising ideas, and the result is that neckwear has become one of the strongest departments in the men's wear store. Frequent change in designs, the extent to which manufacturers apply themselves in securing lines which they know will sell, the little outlay necessary in effective advertising; all these things have made for rapid turnover at fair profit.

SAMPLING METHODS IMPROVED.

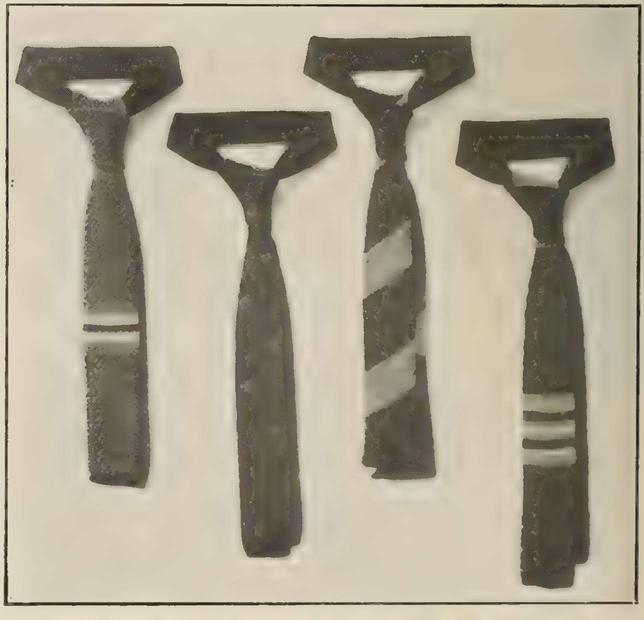
The sampling of neckwear by the manufacturer, in order to demonstrate the goods to the retailer, is now done on an entirely different basis. In former years the neckwear traveler's swatches consisted of pieces of each design, sometimes about ten inches square, with still smaller portions attached to show the color range. As compared with the plan in use nowadays, the old idea was a poor sales medium. Then, too, the merchant, on examining the color range, of a single swatch would probably order derbies in one color, bows in another, string ties from a third and so on, until that design would be represented in every style of tie, but very often each type would have a different color.

At the present time the manufacturer goes to the trade with swatches, say 8 inches by 24 inches, and each color will be shown in the same size sample. This gives the buyer a far better idea as to color effects. The strong popularity of the derby or four-in-hand has also made it advisable to specialize in fabrics specially suitable for this type, and hence there is no such thing as ordering a range of styles from the same swatches. It can almost be said that for each kind of tie there is an appropriate weave.

Naturally, there were large quantities of fabric wasted in selling by small-sized swatches and patches for color matching. Nowadays, while a manufacturer finds that his swatches will amount to upwards of 10,000 yards of fabric, from each sample he can make a tie and this gives him an excellent end-of-the-season article for jobbing purposes.

FABRIC SELECTION A FINE ART.

Neckwear fabric selection has practically become a commercial fine art. A manufacturer concerns himself about a season's designs months in advance. He has many ideas of his own to work out and these he submits to fabric manufacturers. This explains regular trips to Europe. Not only does the neckwear manufacturer want to see the latest weaves, but he also desires to secure a more practical idea of designs which are for the most part his own conception. Sometimes he secures an idea from a retailer who has gleaned something from a customer's preferences, but as a rule it is to the manufacturers only that the men's wear dealer must look for the selling standards of his neckwear. He need have little apprehension on this score for the competition is so keen that productions have to be acceptable.



Knitted ties of pure silk, showing how the diagonal bar and shot effects are worked out.—Seward Bros., manufacturers' agents, Montreal.

Two Hundred and Three

totally different combinations in

BORDER ENDS

Our Salesmen will be showing the above range when this issue reaches you. Don't overlook asking to see our new ground weaves in Zibeline, Diagonal Reps, and Bara Reps. These Silks are absolutely pin proof.

We have designed special borders for these weaves in Satin stripes, Canelle stripes, Roman stripes, and several other combinations.

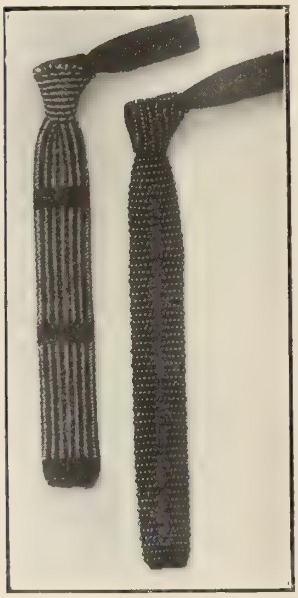
These Silks are made into Bias, or straight Derbys, showing the borders in either case.

We would call special attention to our Zibeline Silk. This we have confined to us for Canada. It is a crepe covered cloth and cannot show a pin hole. Ask to see this weave.

The Sword Neckwear Company, Limited
TORONTO ONTARIO

COLOR HARMONY STRONG SELLING FACTOR.

Then, too, there have been marked changes in methods of merchandising. Color symphonies in window display were practically unheard of ten years ago. The traveling salesman who suggested to a merchant that he run a solid window of red ties was regarded as insane. The merchant took the ground in those days that every section of his stock had to be represented in his window display and the amount of practical art shown in the arrangement of these goods was not always a matter for serious thought. Nevertheless, the man who did try out the window of solid reds sold more of that color in one week than he previously did in a year, and other shops took up the idea so rapidly that it created a great scurry not only for reds but for other colors that lent themselves to striking window effects. To-day one of the basic principles of window display is color harmony, and instead of conglomerate massing, the specializing idea has been applied to window advertising as the best medium of rapid turnover. Very often it is found that one dealer will develop a run on one special color or design by the manner in which he manipulates his displays. At the same time there has been a strong development in better lines.



Latest novelties in imported hand-frame knitted ties. Shown by E. & S. Currie, Toronto.

FINE RANGES FOR NEXT SEASON.

For the Spring and Summer season lines of neckwear are being prepared which should render display effective and salesmanship easy. There is nothing gaudy about the designs. The color contrasts worked out in bar, border, or diagonal stripes will meet the demand for neat medium effects. Considerable prominence has been given to Roman stripe treatments in border ends and in panels so spaced that the adjustment of the knot is important if the design is to be brought out to advantage. Thus a group of stripes will serve as a border for the tie and will be repeated to come immediately below or within the knot. Some very beautiful effects are seen in diagonal and satin reps, in zibilenes, and in work weaves. There is noticeable, throughout the different ranges, a strong tendency in favor of shot, shimmering or veiled effects. The plain ground is the thing, and though the various stripe treatments will undoubtedly have the greater call, the Summer trade will see a strong demand for all-plain weaves. The season's basic colors are purple, gold, scarlet, Polly green, two shades of blue, one an Alice and the other on the royal order, grey, tan and browns. Champagne is a tone that has taken well for the Easter trade. A very fine range of fabrics is also shown for paddle-end ties which promise to do well this season. Hem pleat, bordered end designs will undoubtedly be popular.

The neglige collars and tie business this Summer will undoubtedly be heavy and manufacturers are preparing lines from fancy shirtings in which collar and tie are made to match. Thus it will be seen that the neckwear houses are interpreting the season's opportunity as one in which the harmony of collar and tie is of greater importance, while the shirt manufacturers have it that the point of harmony is between all three—collar, shirt and tie. Judging from the demand in both quarters, however, both stand on safe ground.

Specialization is becoming a great factor in neckwear selling. It would appear that the manufacturer who can "hitch his wagon" to this kind of star has much to gain. During the past few months there has been some instance of this kind of business. Certain fabrics have been advertised in street cars, newspapers, in every conceivable way to consumer and to retailer, and the result has been a remarkable run in these lines. In some cases it has been with difficulty that manufacturers have kept pace with the demand. There will undoubtedly be still further development along this line.

It is also strikingly evident that neckwear fabric manufacture is receiving very close attention in Europe. A weave that has recently made its appearance and which has deceived many, though by no means misrepresented, is composed of wood fibre and cotton. Some very choice patterns have been worked out in this material and offered to the trade as a 50-cent line. It certainly stands the dealer a good margin of profit. Some buyers have expressed the conviction that they could handle these goods as a $1 line. The fabric wears well and retains its tone.

CHESTER GARTERS

WOVENFIT

TRIANGLE

Chester Wovenfit Garter

The web is woven in a curve—sets better on the leg than straight web possibly can. Better for summer than the pad type, because cooler and better fitting. A prestige builder, because the cleverest garter made.

Chester Triangle Garter

This type has upset all garter tradition. Made of moisture-proof material, it keeps its shape and never wears ragged. Its appearance is elegant; its detail is faultless. It's an easy seller.

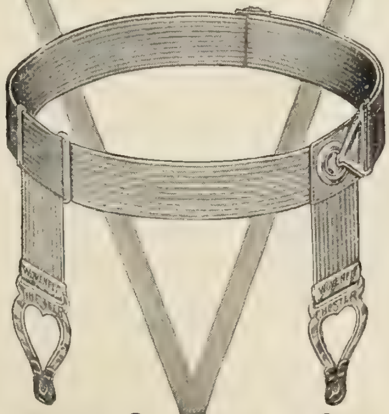
Chester Two-Clasp Garter

Its value is likely to be underestimated, but a garter that prevents wrinkles at the ankles when low cut shoes are worn, has real utility and is worth taking up. This affords a chance for a merchant to do a favor to his customer.

The Chester Garter Clasp is self-opening when off the leg and self-locking when on. The flattest clasp made. No metal touches the leg.

Price $2.25
FOR EACH MODEL

Halls Limited
BROCKVILLE, - ONT.
Winnipeg Warehouse, 148 Princess St.



TWO CLASP

Here are the suspenders that are really better—

Chester Suspenders

You will not find any others with such striking selling points: Patented Inserted, seamless, woven-back button-holes are the only button-holes that distribute the strain over the web. "Chester" Castoffs are chemically hardened—they wear like iron.

$4.00 and $4.50 a Dozen

Write for a Trial Dozen

What About LEATHER BELTS ?

We make the kind that sell — Smart, snappy, stylish belts—in all the most wanted colors and shapes. Leather Belts should not be a side line, but a Summer Staple and one of the best sellers in a haberdasher's during hot weather.

The whole secret of making money on belts is to handle the line that men like.

You have a sure trade-winner and a steady money-maker in Chester Leather Belts.

Write for Samples and Prices

The sixty-foot front of the Begg & Shannon men's wear store, Hamilton. These windows and the outside display cases are changed at least once and sometimes twice a week.

Good Value Out of 60-ft. Display Front

Begg & Shannon's windows are supplemented by five outside show cases —An effective Spring display by Fred C. Petrie—Fixtures and cards from the trimmer's own design—A C.W.T.A. man who is making good

"We have a sixty foot frontage with windows seven feet deep and five outside show cases. I change all of these at least once a week and often twice. I also attend to all interior cases and ledge trims and try to keep something different before the public at all times."—F. C. Petrie, window trimmer for Begg & Shannon, Hamilton.

SEVERAL very interesting views of the Begg & Shannon men's wear store, Hamilton, are illustrated here. One of the entire front shows an effective use of outside display cases. One stands in the centre of the main entrance and there are four others, all containing neat, attractive trims. Another view shows the enthusiastic reception accorded Buster Brown and his dog Tige, which were the central figures in a special event featured by the Begg & Shannon store. A third view, with photo of F. C. Petrie, the window trimmer inset, shows the details of the store entrance and conveys some idea of the unique use of catchy phrasing in window and awning signs. In the "Sale of All Ages" the store emphasized the fact that they were in a unique position to meet the clothing requirements of every member of the community no matter how young or how advanced in years, while the awning sign, "Get Begg and Shannonized," evidently describes none other than the agreeable sensation which accompanies a purchase at this store.

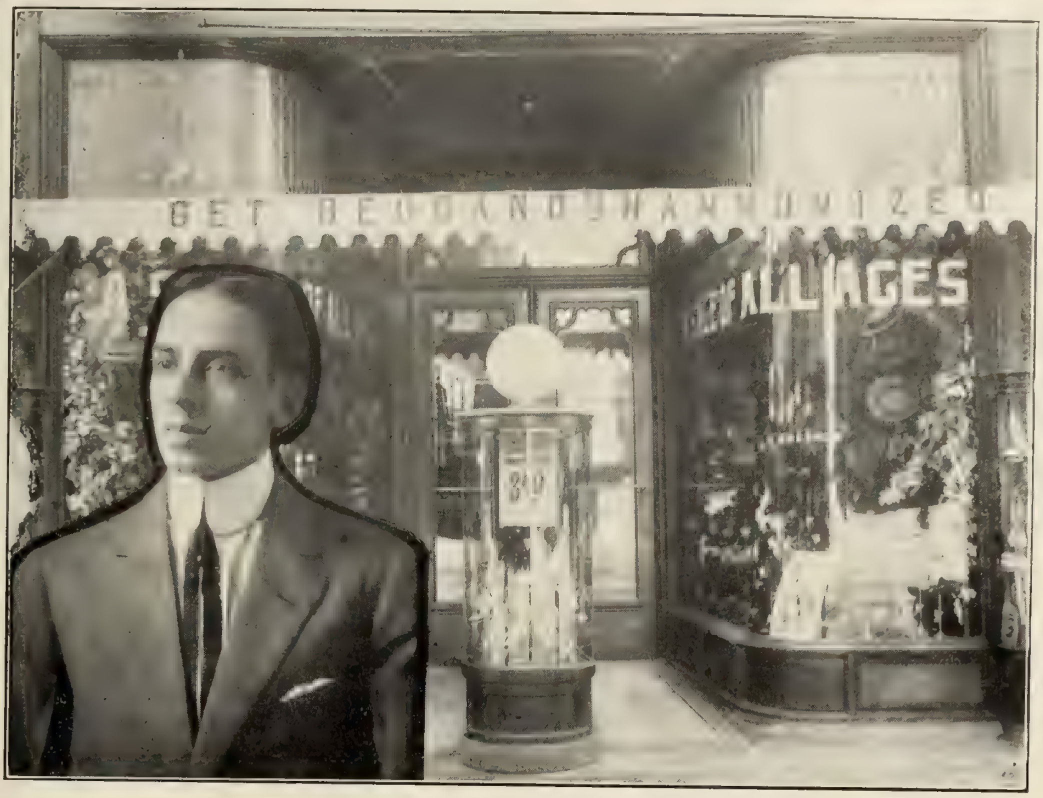
The large window display by Fred C. Petrie has for a background four good sized mirrors, two at the back of the window and one at each end. Around these mirrors and including all the background, are boards covered with tan felt. In front of each mirror and opened slightly a pair of gates are hinged and stained a very light tan. These gates are then lightly covered with long sprays of red roses. In the centre of the window, hanging from the ceiling, a large, tan glass electric dome is hung. At each end of the window a library lamp may be seen on a small table. In the centre of the window a library table and two chairs are placed which were used to display some furnishings and hats. Only two forms are used in this display. All of the fixtures are either tan or brown and are of wood after Mr. Petrie's own design. With the exception of collars, every other article shown in this is either tan or brown. At the back and sides along the top of the window are some den or library pictures. On a level with the eye at the front end of each window has been arranged a new place for a fancy display card and one which does not interfere with the goods displayed.

Mr. Petrie has been connected with the men's wear business for the past twelve years, his experience covering every department, including window trimming and advertising.

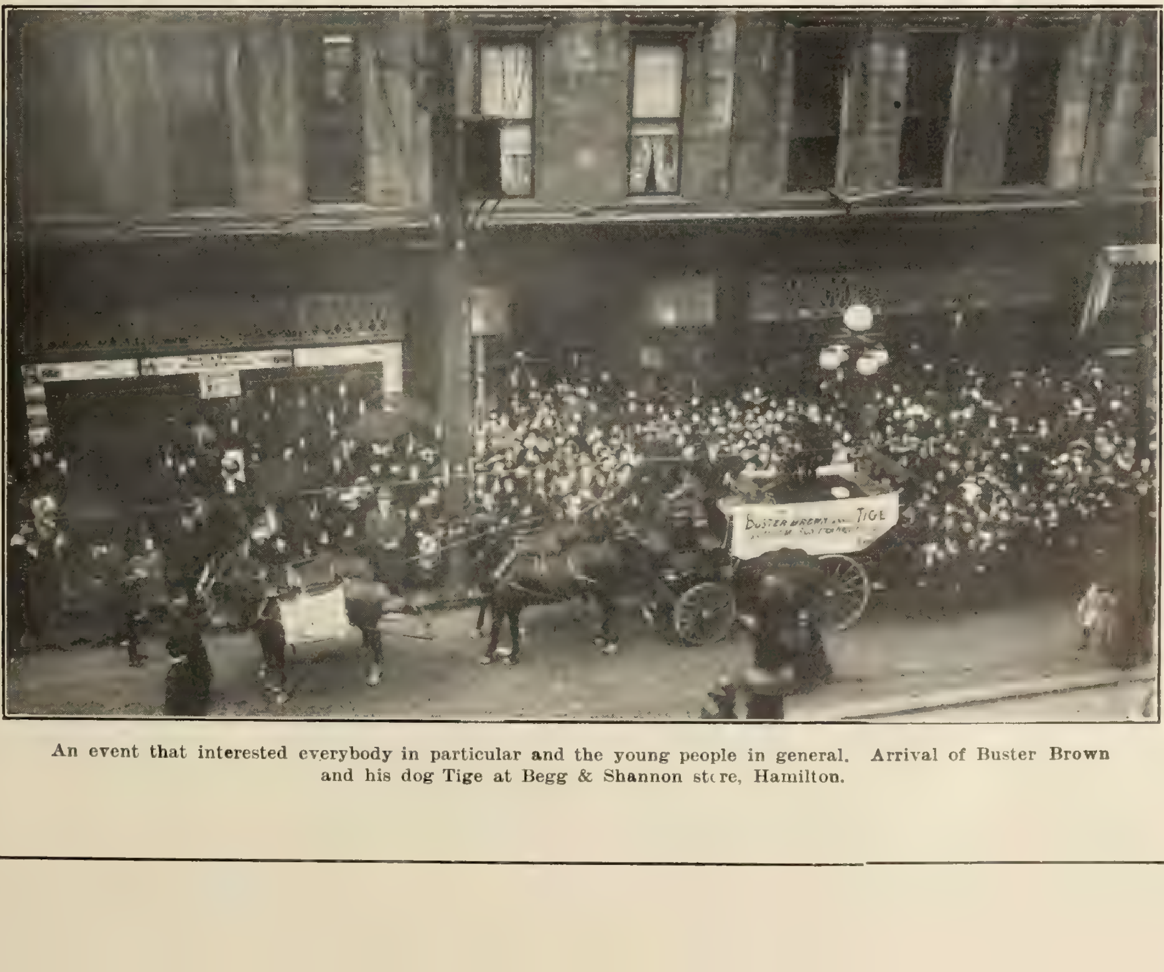
"I have always shown a preference for the department known as furnishings," he states, "but I had the desire to acquire a knowledge of all the other branches and to do so it was necessary for me to make several changes, as the department store business never appealed to me. While changes are not always desirable there is generally a great deal of good business training to be gained through them and, personally, I have found this training very profitable.

"My most valuable experience, before taking my present position, I acquired when with Dunfield & Co. and Fairweathers, Limited, Toronto; also in my

(Concluded on page 108.)



Arrangement of main entrance Begg & Shannon store, Hamilton. The vestibule has displays on each side and there is a case for unit trims in centre. Inset is photo of E. C. Petrie, the window trimmer.



An event that interested everybody in particular and the young people in general. Arrival of Buster Brown and his dog Tige at Begg & Shannon store, Hamilton.

An early Spring display of men's wear that sold the goods. See article for description. By E. C. Petrie, for Begg & Shannon Hamilton.

Women an Important Buying Factor

In some lines of men's wear selections made by men are in the minority — How it figures out in the Eaton Toronto department — Influence of the openings — Importance of more exclusive toggery shop.

A VIEW of the main aisle in the men's clothing section of Eaton's Toronto store is given here. It shows the general decorative scheme adopted for the Spring openings. The pillars along this aisle are covered in imitation of bark and branches twined with apple blossoms are held in position by sockets made for the purpose, extend over the aisles, creating a most Springlike appearance. The effect was heightened by the warbling of canaries in tiny cages placed among the boughs.

INFLUENCE OF OPENINGS.

A question that will arise here is, to what extent does an opening such as this assist the men's wear department? Probably the question could have been answered more satisfactorily had the Eaton openings been held at a time when the temperature was more favorable to the buying of men's wear lines for Spring. Then again this department was not featured strongly in comparison with women's ready-to-wear garments and millinery. The view shows, however, that garments were well displayed on tables along the main aisle. Every line was well laid for business and the report is that the occasion created an unusual enquiry. It was noted by observers that while the vast majority of those attracted by the openings were women, the enquiry in the boys' and men's clothing section also came from the same source, with the exception of Saturdays, when men were out in force.

What percentage of the buying in a department such as this is done by women? Enquiry goes to show that in the boys' department fully 75 per cent. of the purchases are made by women, and that of this number probably one-half also brings out the man of the house and other members of the family. In the men's clothing department it is estimated that, in about 20 per cent. of the purchases, "there is a woman in it," or in other words the purchaser is accompanied by his wife or other feminine authority who constitutes the court of appeal on perplexing sartorial questions.

HEAVY BUYERS OF UNDERWEAR.

In the underwear section women again buy about 70 per cent., while on the nightshirt question women seem to hold a position of almost absolute authority. Where it is pyjamas, however, the men come in for a larger share of personal selection. When shirts are the subject women are heavy purchasers, especially on the cheaper lines—probably 50 per cent.—but in the higher grades the men have the field pretty much to themselves.

Here is where an interesting thing is noticed. When a man's purse is limited and he must necessarily purchase the cheaper lines, selections are in the majority of cases made by his wife. The man is working all day and cannot conveniently get down town in the day time to purchase. This fact also explains how it is that some of the smaller stores in

Marathon

Out in front in the race for sales

MARATHON SOX are really satisfactory fine gauge cotton half hose that you can recommend to your customers for fit, appearance and wearing qualities as unhesitatingly as you can the highest priced style half hose you stock.

They are made to sell at a price which the average man who comes into your store likes to pay. See that your stock in sizes and colors in Marathon for Spring is complete, and you can be sure that you are giving your patrons the utmost in half hose value. It will pay you.

YOUR WHOLESALE HOUSE CARRIES THE GENUINE. LOOK FOR THE NAME "MARATHON" ON THE FOOT.

The Chipman Holton Knitting Co. LIMITED

Largest Hosiery Manufacturers in Canada

Hamilton - Welland.

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.

outlying portions of a city such as Toronto do considerable business by remaining open at night.

But when a man has no very serious concern about the amount he spends in shirts, but insists on having a better article, he has tastes of his own, and can generally get away from the office to make his selections.

This is one thing that explains Eaton's toggery shop. A special department or store with separate entrance from the street and another from the large men's wear floor, where the grades from medium to high price in men's furnishings are carried. Here the bulk of the purchasing is done by men.

The point is worthy of note, however, that anything calculated to attract women to the men's wear department seems to be worth while.

METHOD IN ARRANGEMENT.

The Eaton men's wear department occupies a space 150 feet wide by 180 feet long. There are two direct entrances from Queen street and, in arranging the stock, consideration was given to the fact that there are lines which must have certain selling positions, or for which, to try on and purchase, men are loath to run the guantlet of a host of other departments in which they are not interested. Hats and men's clothing, therefore, have the choice of positions near the entrances; then comes boy's clothing, a department which has increased tenfold in the past three years; then underwear, sweater coats, hosiery, shirts, collars, neckwear and accessories. In the average men's wear store the last named lines have first place, but it must be remembered that this department has for its rear boundary the main aisle of the store and these departments are so placed as to be easily accessible to both men and women buyers. The clothing and hats have a more exclusive men's demand.

There are 150 salesmen employed in the Eaton department. There is not a table, a wardrobe or a display of any kind that is not open to the most careful, uninterrupted inspection by the buying public. In order that every line may be effectively displayed this work is detailed to three men whose work is guided largely by consultation with department heads, the requirements of newspaper advertising and special occasions.

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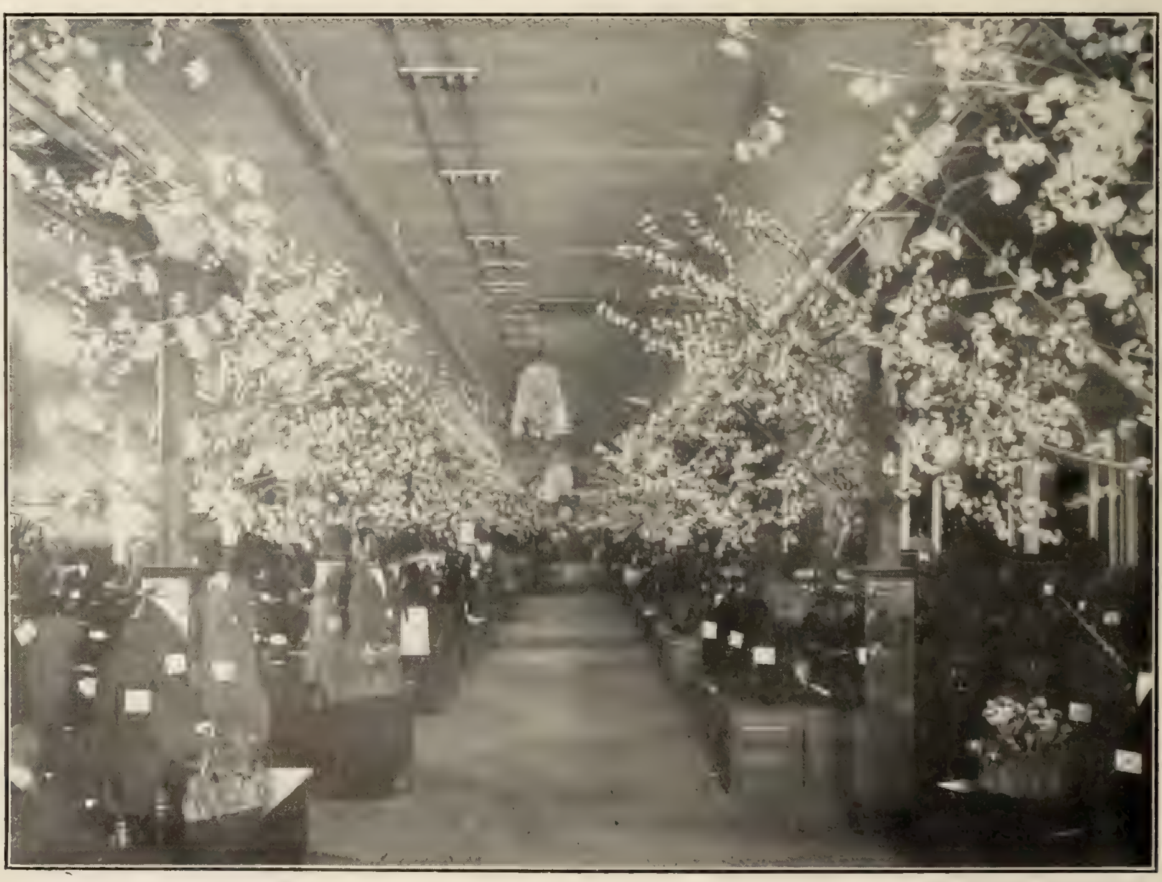
Men's Coats Selling

Coon coats at all prices are selling for men's wear. Orders are most freely placed in the Western provinces where the warmth of these coats is a necessity. They are also well taken by the farmers all over the country, and are offered in wider range of prices than probably any other line of fur on the market to-day. A coon coat may be retailed under normal circumstances at anywhere from forty dollars to three hundred. There are numbers of extra handsome cut and the best wearing fur to retail at a hundred dollars.



View of main aisle, clothing department, Eaton store, Toronto. Boughs, entwined with apple blossoms, projected from the side pillars over the aisles, producing Springlike effect.

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

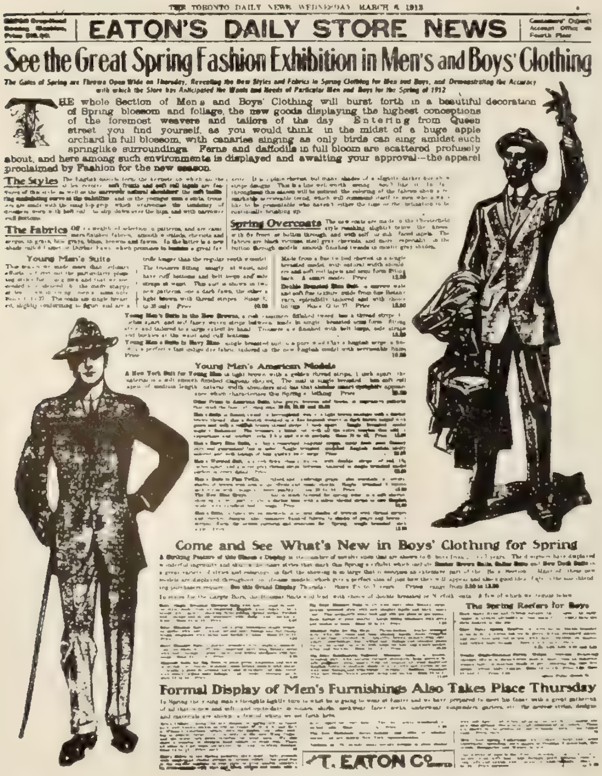
There are two kinds of advertising—one fills up the newspaper profitably, the other fills up the store—profitably.

GOOD ADVERTISING

Spirit of Easter Advertising

Must have the tone and the sense of the season's importance — Cultivate the early Spring customer.

THE lily, the chick, the egg and the rabbit are the emblems of the Easter season and will play an important part as decorative features in all kinds of advertising during the next few weeks. Easter is an occasion of rare opportunity for the men's wear dealer, and on his advertising, his displays in window and store will hinge much of the success of this season. Let him ignore the traditional "signs of the time" if he so desires, he must still get into his message the tone and the sense which appeals to the universal craving for something new. The great factor must be emphasized that the merchant is well equipped to satisfy that craving.



THE TORONTO DAILY NEWS WEDNESDAY MARCH 6 1912

EATON'S DAILY STORE NEWS

See the Great Spring Fashion Exhibition in Men's and Boys' Clothing

The Gates of Spring are Thrown Open Wide on Thursday, Revealing the New Styles and Fabrics in Spring Clothing for Men and Boys, and Demonstrating the Accuracy with which the Store has Anticipated the Wants and Needs of Particular Men and Boys for the Spring of 1912

THE whole Section of Men's and Boys' Clothing will burst forth in a beautiful decoration of Spring blossom and foliage, the new goods displaying the highest conceptions of the foremost weavers and tailors of the day. Entering from Queen street you find yourself, as you would think, in the midst of a huge apple orchard in full blossom, with canaries singing as only birds can sing amidst such springlike surroundings. Ferns and daffodils in full bloom are scattered profusely about, and here among such environments is displayed and awaiting your approval—the apparel proclaimed by Fashion for the new season.

The Styles

The Fabrics

Spring Overcoats

Young Men's Suits

Young Men's American Models

Come and See What's New in Boys' Clothing for Spring

The Spring Reefers for Boys

Formal Display of Men's Furnishings Also Takes Place Thursday

T. EATON CO.

Striking cuts, brief, appropriate introduction, a practical foreword on styles and fabrics, and the prominence of the boys' wear section are features of the Eaton advt. that are worth noting.

It is no time for half measures for at this, of all seasons of the year, the neat dresser is most discriminating and attaches most importance to the knowledge that his apparel and furnishings are right. Neither can the merchant afford to take chances with his service. Salesmen must be enthusiastic over the new goods, must know the style merit of lines they are introducing and in taking orders must see to it that they are filled to the letter.

It is a good thing to bear in mind that the possible new customer becomes a most important proposition at this time of year. The man who has his early Spring requirements properly attended to may reasonably be expected to remember that fact for the rest of the year. A satisfied Spring customer generally becomes a regular. Likewise, the success of this season's business may be regarded as a pretty fair criterion of the year's record.

◆

Suggestions for Improved Layout

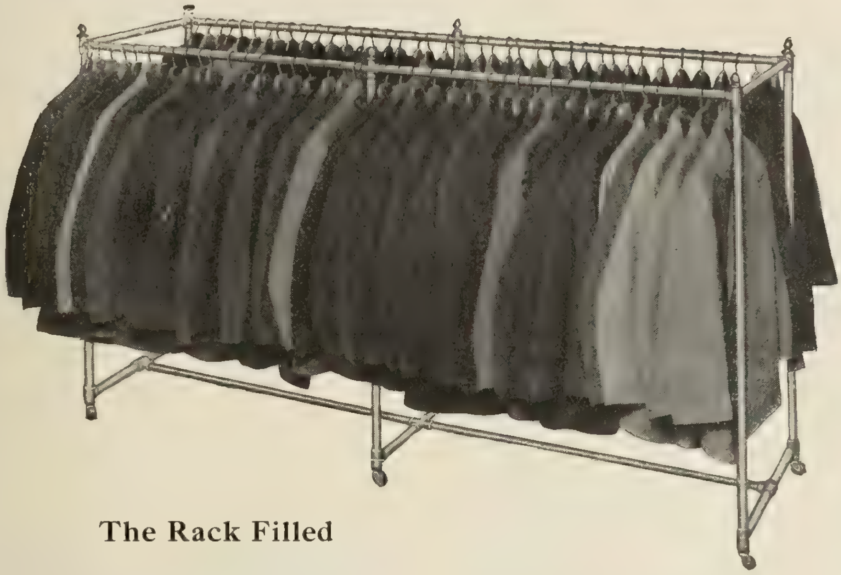
In criticism of the advertisement submitted to the Review by W. C. Latimer, Beaver, some suggested improvements are embodied in the accompanying layout. In the introduction of his advertisement the writer did not sufficiently emphasize the great news feature, the offering of his stock of overcoats at half price. In the rearrangement it will be noted how this big item has been played up.

"Half-price Sale" is suggested as appropriate. "Overcoats," the leading feature, is brought out strongly, together with the line "one day only," and the date. These are of equal importance and should not be set in different type. The underlining is superfluous and detracts from the general layout. The whole story should be told in the headlines. The reader or editorial paragraph should give the reason why and should follow the heading. "Latimer's Store News" is striving for an equal place with the heading and is really unimportant.

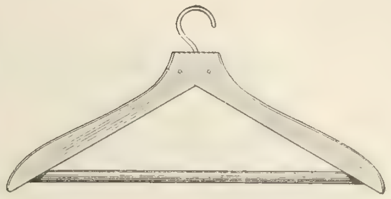
The three-line reader below the editorial (1) gives prominence to one of the leaders of the sale. No. 2 should follow with description, quoting a strong price inducement.

The advertisement is somewhat of a jumble so far as departments are concerned. It suggests the

TAYLOR-MADE RACK SYSTEM



The Rack Filled



No. 331B, Combination Suit Hanger, inserted trouser bar, **$7.50 per 100**

No. 33, Same without bar, **$6.50 per 100**

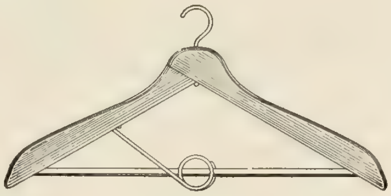
No. 331B, Boys' 15 ins. wide **$7.50 per 100**

No. 39 B, Overcoat Hanger, with inserted bar, for extra size suits, **$8.50 per 100**

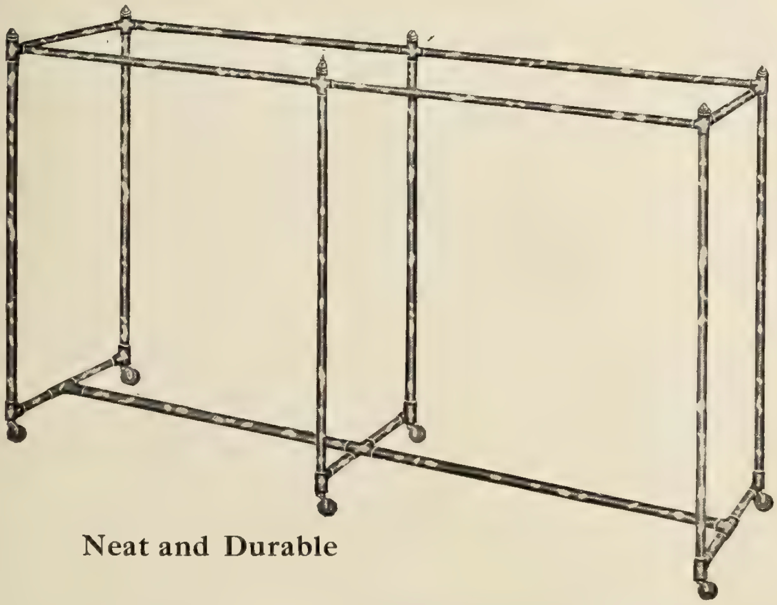
No. 39, Same without bar, **$7.50 per 100**

Double Bar Rack Made of Polished Steel Tubing		Double Bar Rack Made of Oxydized Steel Tubing	
6 feet long, 6 posts,	$10.50	6 feet long, 6 posts,	$13.00
8 " " 6 "	$11.50	8 " " 6 "	$14.00
10 " " 6 "	$12.50	10 " " 6 "	$15.00

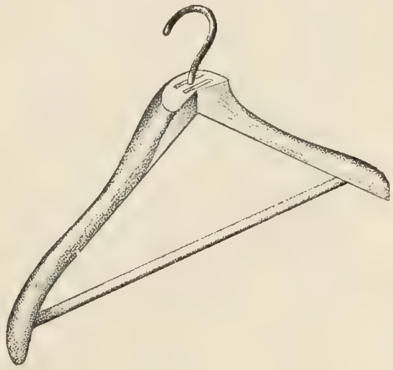
Suit Racks 5 ft. high. Overcoat Racks 6 ft. high.



No. 64, Combination Suit Hanger with wire attachment to prevent trousers from slipping off, **$9.00 per 100**



Neat and Durable



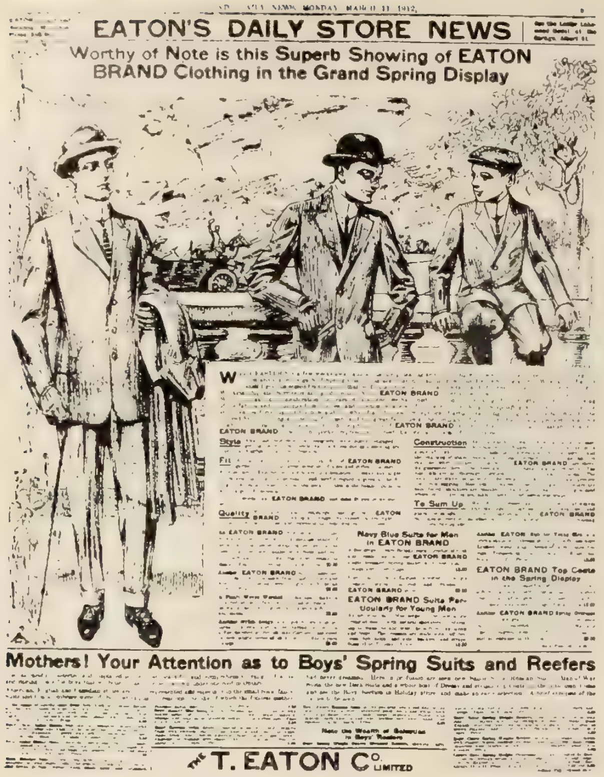
No. 74 B, Combination Suit Hanger, **$15.00 per 100**

MAIL ORDERS PROMPTLY FILLED

All Racks on Ball Socket Rollers, Shipped K.D., Crated

THE TAYLOR MANUFACTURING CO.

82 Queen St. North HAMILTON, ONTARIO Phone 3550



EATON'S DAILY STORE NEWS

Worthy of Note is this Superb Showing of EATON BRAND Clothing in the Grand Spring Display

EATON BRAND

Style

Construction

Fit

To Sum Up

Quality

Navy Blue Suits for Men in EATON BRAND

EATON BRAND Top Coats in the Spring Display

EATON BRAND Suits Particularly for Young Men

Mothers! Your Attention as to Boys' Spring Suits and Reefers

T. EATON C°. LIMITED

How the Eaton Toronto store announced their men's wear opening, emphasizing destinctive qualities in separate paragraphs. Section addressed to mothers on boys' clothing.

"grab-bag" variety of advertising. A rearrangement is proposed as follows: No. 3 in the sketch gives the list of men's items; No. 4 groups the bargains in fabrics by the yard; No. 5 and 6, a panel with lines showing values in women's wearables.

A note from the shoe section emphasizes some one leader, followed by No. 8 listing men's and boys' articles; No. 9 from the women's and children's sections; Nos. 10, 11 and 12 completes the list of offerings, with the bargains from the grocery and crockery departments. No. 13 is the footnote.

Rules for underlining are no longer used and should never be employed except on rare occasions and to no extent, for they break up an advertisement and make it unreadable. The heavy black border does not strengthen the advertisement but worries the eye and keeps the reader from becoming interested in the matter. There are too many items and not enough detailed description.

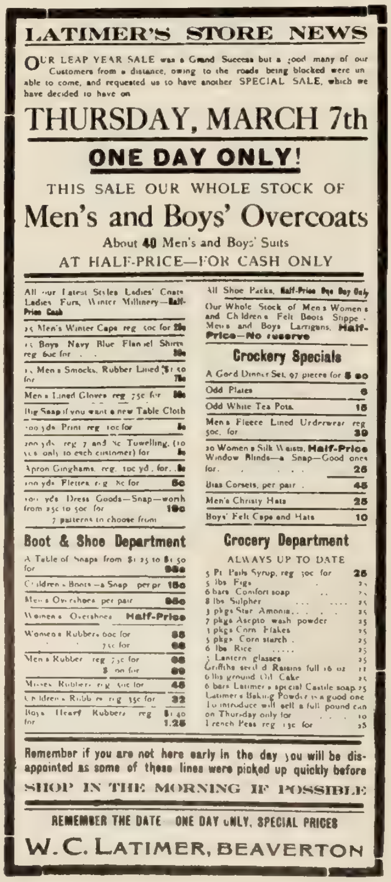
◆

Extracts from Live Spring Ads.

You get class, style, quality and fit always in a ——— suit. Come in and see; you're cordially welcome.

Fine, pure, all-thread silk, accordion knitted ties, in fifteen two-tone effects. The kind that make a very small knot.

It makes no difference how ambitious you are in the matter of dress, there's a suit in our showing for



LATIMER'S STORE NEWS

OUR LEAP YEAR SALE was a Grand Success but a good many of our Customers from a distance, owing to the roads being blocked were unable to come, and requested us to have another SPECIAL SALE, which we have decided to have on

THURSDAY, MARCH 7th

ONE DAY ONLY!

THIS SALE OUR WHOLE STOCK OF

Men's and Boys' Overcoats

About 40 Men's and Boys' Suits

AT HALF-PRICE—FOR CASH ONLY

All our Latest Styles Ladies' Coats Ladies' Furs, Winter Millinery—**Half-Price Cash**	
25 Men's Winter Caps reg 50c for	25c
15 Boys Navy Blue Flannel Shirts reg 60c for	39c
15 Men's Smocks, Rubber Lined $1 50 for	75c
Men's Lined Gloves reg 75c for	50c
Big Snap if you want a new Table Cloth	
100 yds Print reg 10c for	8c
200 yds reg 7 and 8c Towelling (10 yds only to each customer) for	5c
Apron Ginghams, reg. 10c yd. for	8c
100 yds Flettes reg 8c for	6c
100 yds Dress Goods—Snap—worth from 25c to 50c for 7 patterns to choose from	19c

Boot & Shoe Department

A Table of Snaps from $1 25 to $1 50 for	98c
Children's Boots—a Snap per pr	15c
Men's Overshoes per pair	98c
Women's Overshoes	**Half-Price**
Women's Rubbers 60c for	55
75c for	65
Men's Rubber reg 75c for	65
$1 00 for	89
Misses Rubbers reg 50c for	45
Children's Rubbers reg 35c for	32
Boys Heavy Rubbers reg $1 40 for	1.25

All Shoe Packs, **Half-Price One Day Only**

Our Whole Stock of Men's Women's and Children's Felt Boots Slippers Men's and Boys' Larrigans, **Half-Price—No reserve**

Crockery Specials

A Good Dinner Set, 97 pieces for	5 00
Odd Plates	5
Odd White Tea Pots	15
Men's Fleece Lined Underwear reg 50c for	39
20 Women's Silk Waists, **Half-Price**	
Window Blinds—a Snap—Good ones for	25
Bias Corsets, per pair	45
Men's Christy Hats	25
Boys' Felt Caps and Hats	10

Grocery Department

ALWAYS UP TO DATE

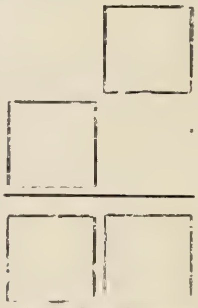
5 Pt Pails Syrup, reg 30c for	25
5 lbs Figs	25
6 bars Comfort soap	25
8 lbs Sulpher	25
3 pkgs Star Amonia	25
7 pkgs Asepto wash powder	25
3 pkgs Corn Flakes	25
3 pkgs Corn starch	25
6 lbs Rice	25
3 Lantern glasses	25
Griffiths seeded Raisins full 16 oz	11
6 lbs ground Oil Cake	25
6 bars Latimer's special Castile soap	25
Latimer's Baking Powder is a good one To introduce will sell a full pound can on Thursday only for	10
French Peas reg 15c for	25

Remember if you are not here early in the day you will be disappointed as some of these lines were picked up quickly before

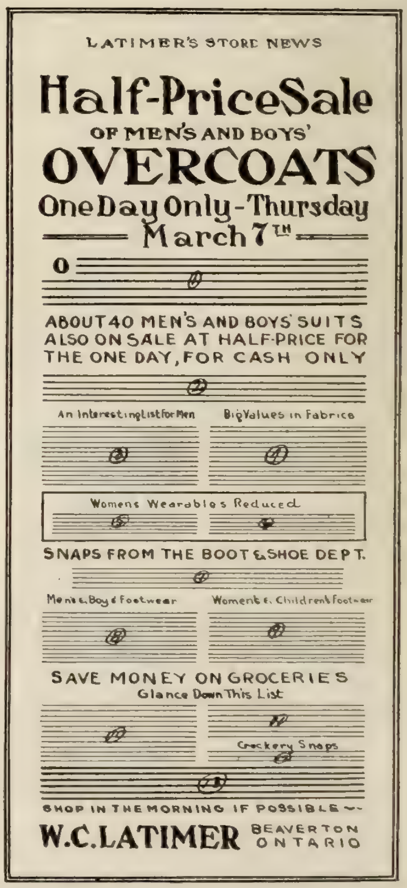
SHOP IN THE MORNING IF POSSIBLE

REMEMBER THE DATE ONE DAY ONLY, SPECIAL PRICES

W. C. LATIMER, BEAVERTON



An advertisement and suggested rearrangement. The big news item is not made strong enough, departments are jumbled, underlines and border are confusing to the eye. Too many styles of type in heading.

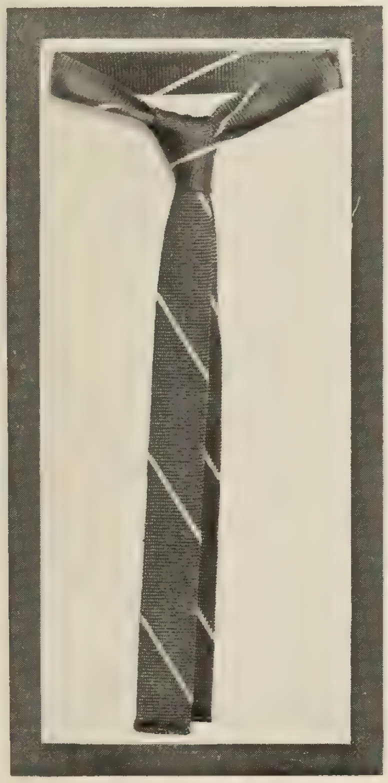


Growing in Popularity Every Day

"Laces and Braids'"

KNITTED TIES

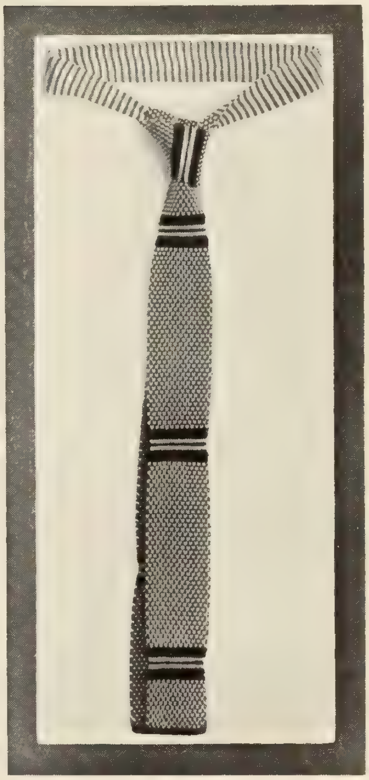
The ties that
are different



"Laces and Braids'"

KNITTED MUFFLERS

of rich and
exclusive design



THE knitted muffler grew more in popularity during the past season than ever before, that is, if sales were any criterion. This is due to the fact that they are neater and have a more dressy appearance than the bungelsome padded muffler or the loose folded handkerchief style.

The stitch brings out the design and richness of the material in our silk knit scarf. It has no equal in Canada at the price. Order now for Fall delivery.

Gillies TRADE MARK

SNAPPY KNITTED TIES

made in many handsome designs and color combinations. They are real winners. They're value every inch of them and will take with your best trade. See our representative or write for sample order. Mail order will receive special attention and a good selection is assured.

The Laces and Braids Manufacturing Co., Ltd.

121 PRESCOTT AVE. - - - - TORONTO

Spring that will satisfy you in every respect and that, too, at a considerable saving.

* * *

Going away or staying at home, you'll need a suit for hot days that will be dressy and comfortable.

* * *

No matter how tall or stout you are, the price remains the same.

* * *

Remember our guarantee. We want you to be perfectly satisfied. If not tell us and we'll promptly refund your money.

* * *

Specially fine assortments of boys' navy blue suits for confirmation and dressy wear.

* * *

What kind of suit shall I get this season? is the query that confronts almost every man to-day: and if complete satisfaction in style, fit, workmanship and service is any guide in the choice, our clothing will solve the problem for any man.—Eaton, Toronto.

* * *

Every garment is worsted and moulded to your shape—the results of specialists in the tailoring art. —Simpson, Toronto.

* * *

Mothers. Your attention is directed to boys' Spring suits and reefers. Just as carefully selected and displayed is the most beautiful and comprehensive range of Spring suits for boys that we believe has ever been shown under one roof in Ontario.—Eaton, Toronto.

* * *

Here in profusion are seen new Sailor suits, Russian suits, men-of-war suits, the new deck suits and a whole list of dressy and stylish top coats for little men.

* * *

New negligee shirts for Spring in corded or plain materials, in many shades and stripe patterns.

* * *

Parents well know the great expense boys' clothing is, but prices such as these, will materially reduce the heavy cost of living.—Blumenthal, Montreal.

* * *

Advance sale of boy's Spring overcoats and reefers in the latest narrow wales in brown, olive and grey shades. handsomely tailored and all hand-made garments.—Blumenthal, Montreal.

* * *

Our latest importations of men's new Spring suits—in many stylish patterns—reveals that the popular shades again trend towards brown and grey. —Morgan & Co., Montreal.

* * *

We realize that every stitch in these clothes will advertise them for us in one way or another, so we have been careful that no poor stitches have crept in. —Goodwin's, Montreal.

Good Value Out of 60 ft. Display

(Concluded from page 98.)

previous position with A. M. Laidlaw of the Fashion-Craft shop, Peterboro, where I had the management of the furnishings, window trimming and advertising.

"While I have always had considerable window and shop trimming to do, it is just a year ago that I accepted my first real window-trimming position with Begg & Shannon. Like other changes I have made it was a step up the ladder and so far I have been successful.

"We have a sixty-foot frontage, with windows seven feet deep and five outside show cases. I change all of these at least once a week and often twice. I also attend to all interior cases and ledge trims and try to keep something different before the public at all times.

"With reference to the Spring window here described, I feel well rewarded in my efforts, for although quite early, it has demonstrated its drawing power and caused a good deal of favorable comment.

"Our cards and tickets are executed from my design by a local sign company. I have a preference for the wooden fixture and design a good many of those which I have used in this city."

◆

Develop Boys' Department

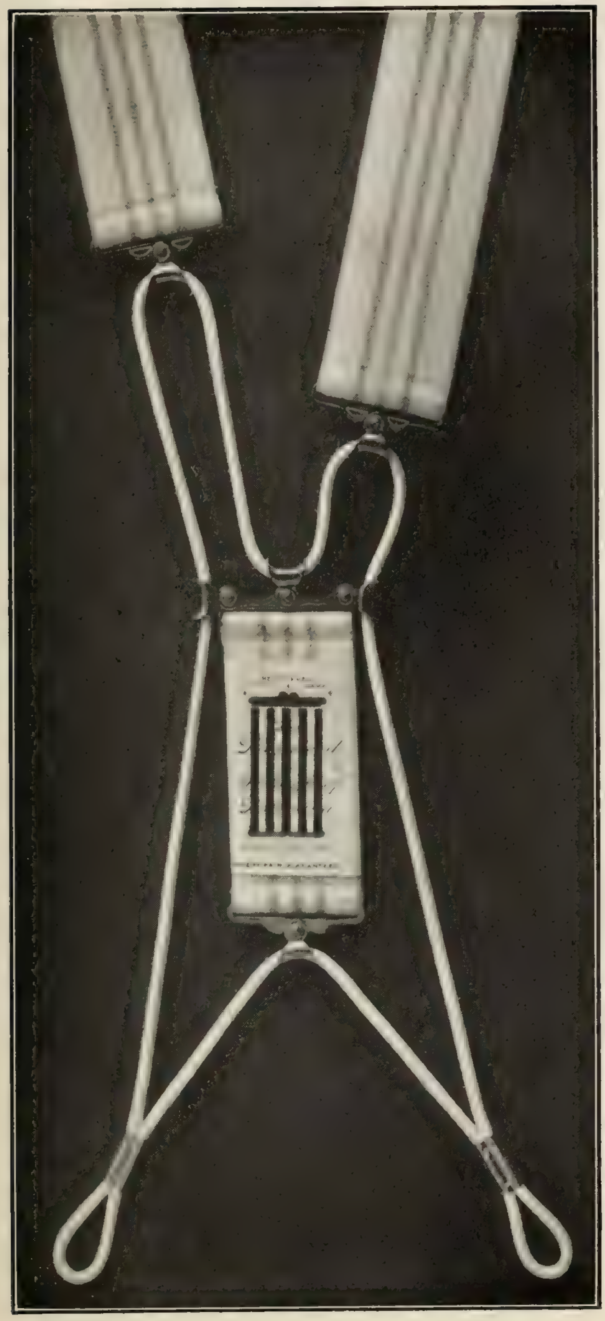
Editor Men's Wear Review.—I would like to see our boss devote a larger space to boys' wear. We have suggested this to him several times, but his excuse is that the bulk of the business is done by mail order and that competition would therefore be too strenuous. We all think we could make a large department go. It would bring women into the store and they are always good buyers of men's wear.

WILL HAVE FAR-REACHING EFFECTS.

The organization of the Window Trimmers' Association will, I am sure, have far-reaching effects in improving the appearance of stores, in creating a demand for better class goods, and also in educating the people as to the fashions in vogue from season to season. Never was a more interesting list of competition arranged than that given in last month's Men's Wear Review. It ought to bring out everything that is best in the window trimmer of to-day. Art in itself will be more closely followed. A keen and friendly fight will be the order of the day from now till convention, and although many have not the chance of competing against the larger stores, still like myself, they must feel to a great extent honored in being classed with the more proficient window trimmers of this country.—F. J. Thompson, window trimmer for W. E. Maxwell, St. Thomas.

QUESTION??

Why is it that some merchants do not feature



PRESIDENT SUSPENDERS

Many simply keep a box or two in stock that sell themselves, all on account of their extraordinary virtue. Permit us to give you the reasons why you should be a friend of

PRESIDENT SUSPENDERS

Best Value For 50c.
Every Pair Guaranteed.
⅝ of all Men Wear Them.
Famous Sliding Cord.
Easy on Buttons.
No Old Stock.
Last Pair in Last Box Sells.
Clerks Lose No Time Selling.
Standard Price, $4.50 per Dozen, to Large or Small Stores.

And the greatest of all in your interest, Mr. Merchant, no catalogue house or department store will be permitted to sell them less than 50c.

DOMINION SUSPENDER COMPANY
NIAGARA FALLS, - MAKERS

HATS AND CAPS

Chance For Third Season

Spring lingering in embrace of winter gives merchant rare opportunity — The new soft hats in favor — Headwear in London.

THE hat merchant, it would appear, has little reason to complain of the protracted cold weather since it gives him an excellent opportunity to introduce a third season—one midway of the winter and that mild Spring weather when people "waver on the brink of straws," as one retailer put it. The season is one in which the trade has found an excellent opening for better business in all lines—the low crown, wide-brim derby styles and the new soft lines, which are coming to be regarded as more and more of a distinctively Spring article. These hats have now been featured long enough to bring about the elimination of freakish styles which always make their appearance when a new vogue is in process of evolution. Extreme features in scratch-up and velour styles are now passing, and a medium ground has been taken resulting in a soft, silky production which is taking exceptionally well, greys, bronze and slate shades having strong position. Hats of the velour and wool order have been taking a firm hold on the trade and it would not be surprising to see a still greater development for the Fall season. As in hats, so in caps, the demand is for well-balanced effects in grey, brown and bronze mixtures. The season that is passing has been a record breaker in caps, chiefly of those styles particularly adapted for cold weather wear.

Headwear in London.

Since the vogue in London furnishes much of the inspiration for the hat trade on this continent, the following paragraphs from Men's Wear (London) relating to the market there will be of interest by reason of the advance indications "between the lines":—

This soft felt hat can be relied upon as the principal feature of the coming Spring season. Its great popularity throughout the past twelve months promises to be eclipsed in a month or two.

Self bands (that is, bands of the same color as the hat itself) are much in request, whilst hats with contrasting bands are very attractive, and will meet with a good sale. The predominating colors in negligee felts this Spring will be greys and greens, with a fair sprinkling of quiet brown designs.

Austrian velours of fine quality, and plush negligee hats, continue to meet with a very good demand in the better-end of the trade. Greens and grey shades are those most in favor. In this section, also, beavers are being sold in fair numbers.

Boaters will follow the lines of last year's hat, with a brim width averaging about 2⅜ inches and a depth of crown ranging around 2⅞ to 3 inches, from which readers will gather that the wide-brimmed, lower-crowned style will continue. Cable edges will again prevail in the medium and lower section, with serrated edges more to the front in the high-class trade. Ribbons this year will be fairly broad.

The principal point relative to "straws" is, of course, the shortage in the supply of straw plait—a subject touched upon on many occasions on the "Headwear" page in previous issues. Suffice it to say that should the coming Summer be of a similar character to that of 1911, there is a possibility that there will not be sufficient "straws" to meet the demand, especially in the cheaper qualities. Prices are up all round, and it will probably be some months before the market resumes its former level.

The characteristics of last Autumn's stiff hat or "bowler," viz., a somewhat broader brim, and a slightly lower crown, will continue for the Spring trade. Nothing *outre* in hard felts has the slightest hope of appealing to the well-dressed man, or any men other than the "dandies" who parade Hyde Park and the principal thoroughfares dressed in their Sunday best. Stiff felts continue to hold their own, and are being called for in better qualities than formerly.

The silk hat was reported to have sold fairly well last year, and its prospects for 1912 are considered to be of at least an average character. No change much out of the ordinary ever occurs in the shape of the silk, and many men have idiosyncrasies of their own, and purchase a hat of one particular style year after year from measurements in the possession of their hatter. The 1912 silk will have a brim about 1⅞ by 1½ inches, and a crown 5⅞ inches deep, with a half-

THE PERFECTED

"KING COATLESS"

SUMMER SUSPENDERS

Packed in This Attractive Sales-making Box

Perfected goose-neck button loops; non-perishable elastic; self-adjusting back; rustless buckles; satisfaction or money back.

$3.80 the doz. Net

for either 2, 3 or 4 point

Genuine stamped on buckles "KING COATLESS"

Advertised in the leading newspapers and magazines

Each pair in separate green and white envelope, with instructions how to wear printed on back. Packed half-dozens in green hinge-top box for counter display—sure sales maker.

Order from Jobbers—Our Travellers or Mail to

THE KING SUSPENDER CO.,
TORONTO

MOST MEN
WILL ASK FOR
'KING COATLESS"
THIS SUMMER

"Do Men Know

good goods?" may have been a reasonable question to ask one day, but not so now. Men know that

CHALLENGE COLLARS

give real satisfaction, are waterproof and that they are money-savers for them.

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes.

Send for sample of our $1.25 Outdoor Brand, linen finish.

SAMPLES ON REQUEST.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agent: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

inch Anglesea curl, easy flat set, and a quarter-inch "bell."

The cap trade appears to be recovering, and the lines for the coming season run on golf shapes (the eight "quarter" top) slightly preferable, perhaps, to the one-piece crown. The peak remains of about the same dimensions as formerly. Full shapes are selling freely in the country, but in the larger towns there is a tendency toward slightly smaller shapes. Back bands are reported not to be in so much demand as formerly. Grey mixtures are being shown in large quantities, and Harris and Connemara tweeds continue to hold their own. Green, of course, plays a prominent part in the cap trade, quite 70 per cent. of tweed cap patterns having a touch of this color in their composition.

◆

Better Hosiery Values Shown

Extra numbers coming forward to complete the ranges—Good variety and several leaders—Some style features.

Spring season for men's hosiery is over as far as jobbers and manufacturers are concerned execept for repeats on silks, gauzy lisles and novelties for Easter and midsummer wear. Samples are being forwarded from the mills to complete ranges for Fall, wherever there is any attraction of value, style or quality not previously represented.

It is remarked how carefully men's furnishers have gone on tans and adhered to blacks. Shot line-stripe socks are the feature and selling as strongly as ever. They are shown in silks at $21 dozen down to lisles at $4.50 and are being considered important enough to include in Fall samples in cashmeres at from $3 to $6.50 dozen. Colors featured are white, wine and green with black in better qualities giving an attractive line.

So far, better grades of thread silk hosiery for men have been particularly good and it is expected to develop business on lighter gauzy effects on cheaper numbers. Although some firms do not carry anything less than $6.50 and $9, it is $4.50 and $5.75 guaranteed lines which have been the success of the season. During the past week a quantity lot of silk hose was quoted at a special price enabling merchants to handle them under the heading, *Men's* 50c. *Silk Hosiery*, 39c. which proved a winner judging from the manner buyers took it up.

In cotton, lisles and mercerised lisles staple qualities will come in for usual repeats and as far as fancies are wanted, they will be taken to tone up in self-clocked and line-embroidered ankle designs in tan, gray, purple, blue and black. High colored fancies are still offered in 10 and 20 dozen lots at prices to make a sale window.

It is generally reported that better qualities are being offered in plain cashmeres and worsteds. Cashmeres are quoted as usual from $1.75 to $4.50, but some ranges are quoting better qualities than usual at $2.25 and $4.50 which in the West and larger cities bring 35c and 75c pair easily. It is a question for each department manager to decide personally and it should not be such a hard matter to get a somewhat better margin than is usually marked.

In worsted ribs, it is expected that buyers will appreciate qualities at from $2.25 to $4.50, not so much as a matter of value but in manufacture, this year's samples coming out in cleaner, brighter yarns, in a glossier black and an altogether better feel than formerly. There are good assortments to select from ensuring best values at regular selling prices for merchants who choose carefully and plan for an occasional leader.

Fine grades in plain grays and heather mixtures are always wanted and there is no unusual demand. Noticed among latter samples being brought forward to complete ranges, are some natty embroidered cashmeres, white or colored designs on black. Ranges are broad enough for most buyers' selections and booking has resolved itself into quantities on staple numbers, which appeal most and a fair representation of novelties for display purposes. Any buyer can choose these assortments with confidence, guided only by former values.

◆

Harvey Knitting Co. has been incorporated under provincial charter with a capital of $1,500,000, to take over the business of the Ken Knit Co., Woodstock, Ont. The incorporators are K. Harvey, William Barrowclough and others—Toronto capital interested. Harvey and Barrowclough are head of Ken Knit Co. They purpose manufacturing men's, women's and children (heavy and light) underwear, hosiery and kindred lines.

It has not been decided where the new mills will be located, but probably in Woodstock.

◆

There are many interesting ways in which money may be introduced in connection with a window display. Transparent cards with money fastened to an almost invisible screen to emphasize the point in the announcement are sometimes used. Money in any quantity is always attractive and as a feature in connection with a "money saving" event one merchant displayed a large variety of pocketbooks—all fat and with the ends of bills sticking out. It was all a very good imitation. In another section a reverse picture was seen—a figure dressed in a poor looking suit and a placard reading, "Any man who buys elsewhere when he could just as easily buy here loses money." The figure of a thug with mask and bludgeon and in the act of picking the other's pockets gave emphasis to this statement.

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

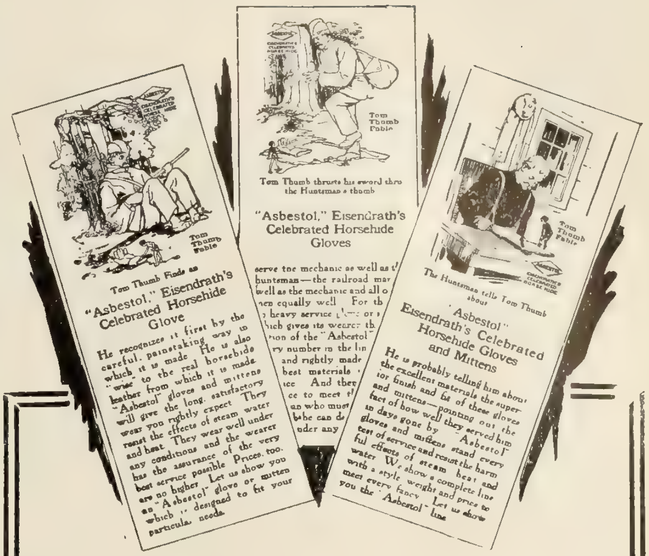
The Flexible Lip Relieves the Strain

in front and the patent slit in the back prevents the annoying pressure on the neck from the button, ensuring the greatest degree of collar comfort possible.

The coated-linen fabric of KantKrack is unlike most waterproofed collars—it has all the appearance of a fresh laundered linen collar and when soiled may be cleaned with a wet sponge and soap.

For satisfactory profit handle the "KantKrack."

MADE IN CANADA BY
THE
Parsons & Parsons
CANADIAN CO.
Hamilton :: Ontario


Tom Thumb Fable
Tom Thumb Fable
Tom Thumb Fable
ASBESTOL

Tom Thumb Finds an

"Asbestol," Eisendrath's Celebrated Horsehide Glove

He recognizes it first by the careful, painstaking way in which it is made. He is also "wise" to the real horsehide leather from which it is made. "Asbestol" gloves and mittens will give the long, satisfactory wear you rightly expect. They resist the effects of steam water and heat. They wear well under any conditions and the wearer has the assurance of the very best service possible. Prices, too, are no higher. Let us show you an "Asbestol" glove or mitten which is designed to fit your particular needs.

Tom Thumb thrusts his sword thro the Huntsman's thumb

"Asbestol," Eisendrath's Celebrated Horsehide Gloves

serve the mechanic as well as t
huntsman—the railroad ma
well as the mechanic and all o
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The Huntsman tells Tom Thumb about

"Asbestol" Eisendrath's Celebrated Horsehide Gloves and Mittens

He is probably telling him about the excellent materials the superior finish and fit of these gloves and mittens—pointing out the fact of how well they served him in days gone by. "Asbestol" gloves and mittens stand every test of service and resist the harmful effects of steam heat and water. We show a complete line with a style weight and price to meet every fancy. Let us show you the "Asbestol" line.

Ad Men

Good Merchants

and

"Progressives"

—All you who would increase your glove and mitten business—take your pen in hand and write us to send along some "trade tonic."

These little Tom Thumb "adlets" are stirring up a rousing business for hundreds of dealers who sell

ASBESTOL
Registered in U.S. Patent Office

**EISENDRATH'S
CELEBRATED
HORSE HIDE**

And the "ASBESTOL" trade-mark is backing up the ads with real, satisfactory service, so there's satisfaction all around.

Get thesee little electros all ready to use and stir up the profits in your glove department right now.

If you're not handling the line, it will pay you to start a little investigation, for "ASBESTOL" is the surest cure we know for sick or run-down glove departments.

GET AT IT NOW!

Eisendrath Glove Co.
Chicago

(The "Asbestol" trade-mark is registered in Canada)

SHIRTS, COLLARS AND CUFFS

Starting With Fall Lines

Manufacturers' sample ranges now being assembled—Some very attractive values—The novelties featured—Good attention to detail.

A GREAT deal of speculation is manifested by buyers and jobbers about shirt samples, which are now being assembled, preparatory to going to the trade. Fall sample ranges will be most comprehensive. So far, some manufacturers have done the larger cities with incomplete sets and ranges are not ready in a great many cases where manufacturers are not anxious to call on their trade until they have delivered sorting and Easter bookings.

The midsummer orders on negligees and novelties have been good and hold the attention of salesmen, who are picking up repeats on soiesettes, vestings, ginghams, Oxfords and prints on numbers which have taken well.

In presenting their Fall samples, travelers are not anxious to go on the road until April 1st, and by promising deliveries for May 15th, they are protecting their accounts as they are assured prompt delivery with May 1st, as shipping date. This understanding permits merchants to have something new for Victoria Day, which business is looming ahead and they are planning to show tasty goods in their windows for the holiday.

DRAFTING THEIR OWN DESIGNS.

Buyers, who go to the mills for fabrics will be planning to suggest new patterns for Spring, 1913, and in their endeavor to get some exclusive lines which will appeal to buyers are drafting their own designs. It is their intention to have patterns and cloths confined to them, which should prove a good argument for salesmen and by avoiding similarity with other manufacturers' ranges will be a departure of the near future.

Entire ranges not being complete, it is impossible to give anything but a description of lines as far as they are ready. Samples may be divided into four classes: negligee, with pleated or box-pleat fronts; short bosom fronts, flannels and ceylons, staple white or dress shirts in novelties.

In regard to patterns, samples are described as a continuation of line stripes. However, these stripes are mostly finer and by the introduction of a line of color, self or narrow contrasting stripe on white or double or single lines with bar stripes, the general result is that pattern lines are narrower throughout.

ATTRACTIVE VALUES.

In the more staple ranges good designs in prints are started at $6.50 dozen. This year, merchants can procure an exceptional quality of chambray in plain colors, blue, tan, grey, etc., to cost $6.50, which would make an attractive 79c. sale. The usual qualities and broad range are shown at $9 dozen, and there are some leaders at that price, which are good in design, fabric, detail and finish.

Short bosom shirts in 9½-10 in. or even shorter fronts, which are laundried right into the body are again being featured. Another novelty to save laundering and appealing to many men, is made of white and trimmed with check or stripe front-pleat and cuffs.

WHY NOT BAR EFFECTS?

Numerous novelties are brought out each season, many of which are a fad but a timely suggestion is made that instead of running stripes up and down the front pleat of a colored shirt, that one or two of the more striking patterns be made crosswise, giving that bar effect so essential to novelty neckwear styles at present.

Negligee styles are shown in which the shirt, collar and tie match. Merchants place a varied version on this innovation. Some claim that men adhere entirely to silk ties. Others sell the wash tie separately at an extra profit, while other salesmen are enthusing about it.

In Fall samples, it is going to be a strong season on neat and effective designs, principally plainer fabrics in soft blues and greys, stripes on these shades with more color introduced into the stripe in line or ombre-line effects and a host of blue and white and black and white line stripes for which the trade is always good. Tan, as a color by itself has not supported the talk giving it a foremost place for Spring and Summer. Several Fall patterns have lines of tan, but there is very little confidence expressed so far by shirt buyers and salesmen and manufacturers are go-

Star
Brand
SHIRTS
Are Made for Particular People

If All Men's Tastes Were Alike

there would be little use for an assortment such as you will find in the immense range of

"Star" Brand Shirts
FOR FALL

There are shirts that will appeal to every taste and every pocket book, but all are made with the view of satisfying the particular man—the man who knows.

Tone up your Spring and Summer stock of shirts with a nice assortment of "Star" Brand.

"Star" Brand Neckwear and Underwear are leaders to-day—See Samples.

VAN ALLEN COMPANY, Limited
HAMILTON, ONTARIO

GET OUR LINE

OF

FIT & FASHION CLOTHING
REGISTERED

To be shown by only one Merchant in a Town

Merchant Clothier! Reduce your ready-made stock by selling made-to-measure clothes. **Get our Line.**

Merchant Tailor! Show two hundred "**new**" styles and capture the business now taken from your town by outside rivals. We make clothes as good as YOU DO. **Get Our Line.**

Men's Furnisher! Add a profitable side-line to your business, Made-to-measure Clothes. Watch it grow. **Get Our Line.**

Dry Goods Merchant! You can sell men's made-to-measure clothes. We start you right. **Get Our Line.**

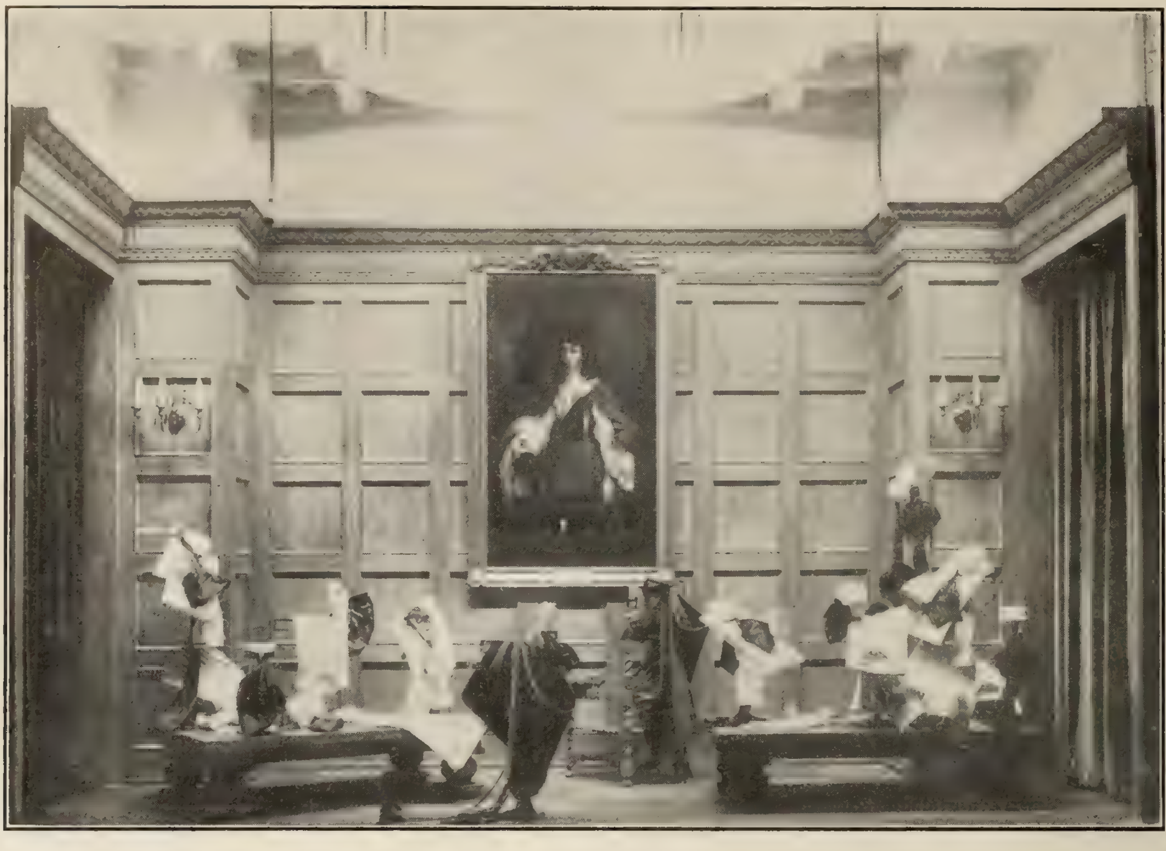
General Store Merchant! Your store is not general without a made-to-measure department. We equip you with everything necessary. Every sale brings big profits. **Get Our Line.**

FACTS:

SIX DAY DELIVERY (from receipt to shipment.)
GUARANTEE—If not satisfactory, your money back.
Dawson Clothes retain their shape, because they are custom tailored.

Write now for Spring and Summer Samples

John Dawson, Limited, 145 Church Street, Toronto



An artistic men's wear trim, with veneer background, relieved by large painting.—Mandel Bros., Chicago.

ing slow on it for next season. Mauve and mauve and black on white promise to be better than usual

Ceylons and flannels with French cuffs and Peter Pan collars will follow the demand for semi-negligee or athletic styles. Flannels are mostly greys or touches of black, mauve and tans on grey or cream or soft line stripes in black, sky and green on white. Some manufacturers are attaching collar links or bar in metal.

In plain white shirts it is evident that for value the usual ranges in which they are strong are still maintaining their lead. Many fine ¼ or ½-inch pleated dress shirts are sampled, white piques being exceptionally good. There are a few more expensive novelties added in this cloth and in finer cords for evening and full dress wear. Finer reps are shown in some sightly shirts.

Attention to Finish.

Manufacturers are giving still greater attention to details this year and it is pointed out that laundry and finish are better than anything previously turned out. They are making this a strong feature. Taking those ranges already shown collectively, there is marked improvement. It gives salesmen an opportunity to make an instant impression in showing correctly laundered stock.

Boxing and labelling are a great help to sales, both in display and stock-keeping. Merchants can have stock delivered in 1-12, 1-6, ¼ and ½ dozen to a carton according to prefereence.

In starting out to the trade it is always preferable to have some other manufacturer's range preceding, but confidence is expressed on all sides that when ranges are completed representatives will have designs, fabrics, finish and values hard to beat.

◆

The Vogue in London

Fancy vests have been very quiet of late, but a better feeling for these goods is confidently anticipated as the year develops, and some nice ranges in neat and quiet patterns have been prepared. It is unnecessary to detail these lines more fully, for the popular fancy varies in different parts of the country, with a tendency for brighter and more pronounced designs in the northern counties. Slate, fawn and green, in various shades, are among the lines which promise to catch-on, with a slight preference for the two first mentioned colors.

Spring Shirt Styles.

The preparations in the spring shirt trade are all on neat lines, patterns being well defined, avoiding any "slurred" colorings, which latter are quiet. With hardly an exception, stripes alone are being stocked, but the prevailing colors, blacks, blues, greys and helios, either in the stripe itself, or in the art shades—excluding blacks, of course—as a background allow of pleasant variation.

The Winning Line

MILLER BRAND Washable Clothing

We Specialize on Militia and Cadet Uniforms

and all duck and service clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders, Porters, Etc.

Full Dress Vests	Abattoir Coats
Fancy Vests	Surgeons' Gowns
Duck Band Uniforms	Duck Pants

Hospital Linen Supplies
Ladies' and Men's Auto Coats and Dusters
Boy Scout Supplies
Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons

Use Your Influence In Having Your Choir Properly Gowned

A necessity—Not a luxury

The gown lends a most desirable dignity and solemnity to the service, and eliminates the clashing of colors, so prevalent in the unvested choir.

Insures a better attendance of the choir members, through placing all on equal footing in dress.

The "Miller Geneva" choir gowns are guaranteed and are absolutely the best gowns on the market, being worn by most of the largest churches throughout Canada.

We also make Pulpit Gowns, etc.

Write Dept. No. 1 for illustrated Catalogue containing particulars and testimonials.

Kindly mention what you are particularly interested in.

The Miller Mfg. Company, Ltd.

251-253 Mutual Street, TORONTO

CAMPBELL'S Quality CLOTHING

Ask about our **SPECIAL ORDER SERVICE**

The Clothing for Particular Men.

Exclusive materials, honest workmanship and absolutely correct in Style, Fit and Finish.

It will pay you to represent us in your section.

The Campbell Mfg. Co., Limited - - Montreal

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in "The Review." The paper that does things.

CLOTHING FOR MEN AND BOYS

Browns Picked to Lead

Predictions that this color will predominate in next Fall's woolens — Greys also strong — Relative position of tweeds and worsteds — The new styles.

IT is now quite evident that the great bulk of Fall business in men's woolens will be done on browns. Many people imagined that browns were done, but when one considers that brown is a distinctly Winter color, more distinct than any other, it only seems reasonable that sales on it will be strong.

The big feature at the present moment is the demand for brown in fine wale worsteds and tweeds —more of a wale than a diagonal. Fall demand always follows Spring tendencies, and the situation just described seems to be sufficient ground for stating that history will repeat itself.

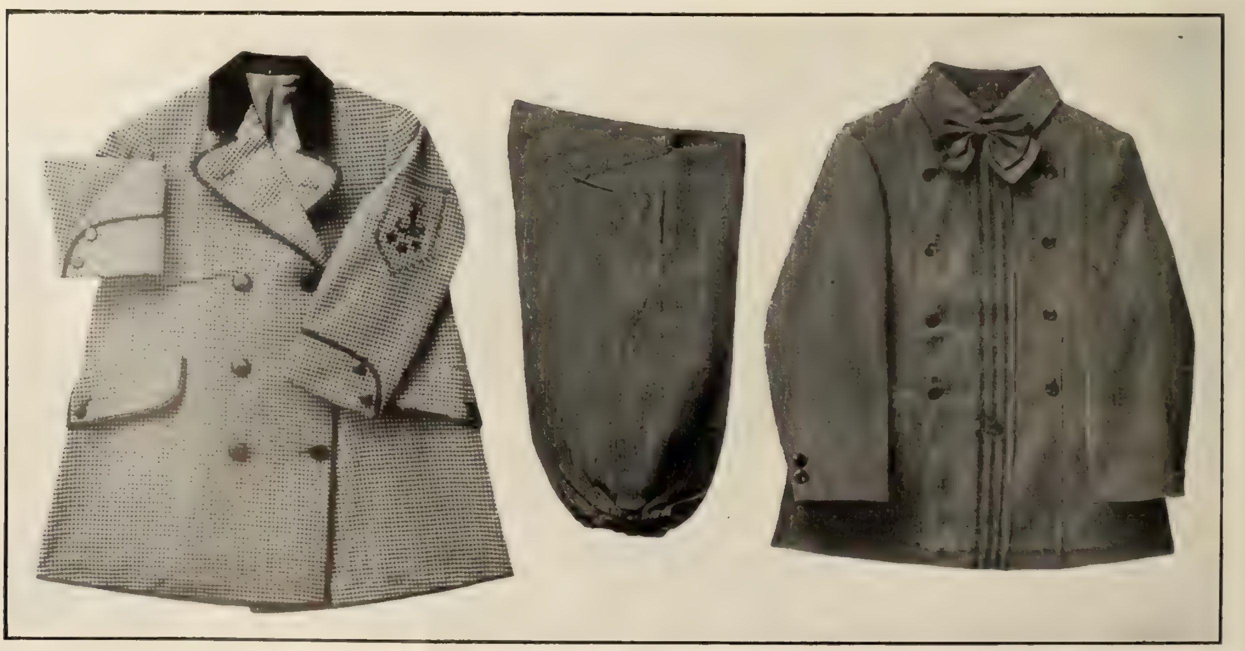
Greys are also in very good position. All of the better class trade are buying greys of a bluish cast. Bannockburn effects are going to be strong, and hairline and herringbone stripes of a mottled character are very largely shown.

TWEEDS VS. WORSTEDS.

As regards the relative position of tweeds and worsteds, while a great many tweeds are being sold, there is no comparison in sales when worsteds are considered. There is probably a great deal more talk than actual sale in tweeds. The close connection with the American market, which is a smooth-faced market, would suggest that if the Canadian trade can handle 25 per cent. tweeds as against 75 per cent. worsteds, it will break about right. This is the opinion of a market authority, and against it there stands out against as exceptional, the fact that there are houses in the making-up trade who have bought nearly all tweeds for their Fall business.

There is, however, this point also to consider, that tweed buying may seem large in view of the fact that there are large stocks of worsteds on hand. This would reduce the buying on one and make buying on the other appear heavier.

Serges and cheviots are becoming a very important factor in the Canadian market, not only for



Boy's Spring topper in black and white shepherd's plaid, tastily trimmed with braid and buttons. Neat velvet collar.

Boy's suit in neat pin-stripe fabric. Jacket shows the one-sided double-breasted effect. Trimmed with braid and buttons. Corded silk tie goes with the suit.

Shown by The Freedman Co., Montreal.

Nisbet & Auld, Limited

Blue Serges and Cheviots For Men or Women's Wear

Our assortment of serges is, without question, the largest and finest in Canada, including such celebrated brands as—

"Monarch" "Rockfast" "Vickerman"

These makes are daily becoming more popular, and their wearing qualities, color, endurance and lustrous finish is a lasting advertisement for the merchant who handles them.

You should have a few ends of each Brand in your stock, to more effectively show them, we can then provide you with selling bunches, which include all numbers in these makes and, being very large ranges, you need never lose a sale.

Our immense stock always at your disposal in this way should mean a very considerable saving to you in twelve months, and a great assistance in keeping your stock down without impairing your selling powers.

Montreal
207 St. James St.

Toronto

Quebec
5 Bloc Parent

men, but for women. In both departments they are being strongly featured.

An improved demand for trouserings is noted, and may be explained by the increasing vogue of black and blue. It is interesting to note here that there is again a call for striped tweed trouserings. These goods were sold in large quantities some years ago, but of recent years the call had fallen off.

In overcoatings, it is evident that great business will be done on soft, bulky materials, after the style of naps, and they will be mostly in plain colorings—browns, greys, blacks and blues.

FALL STYLES.

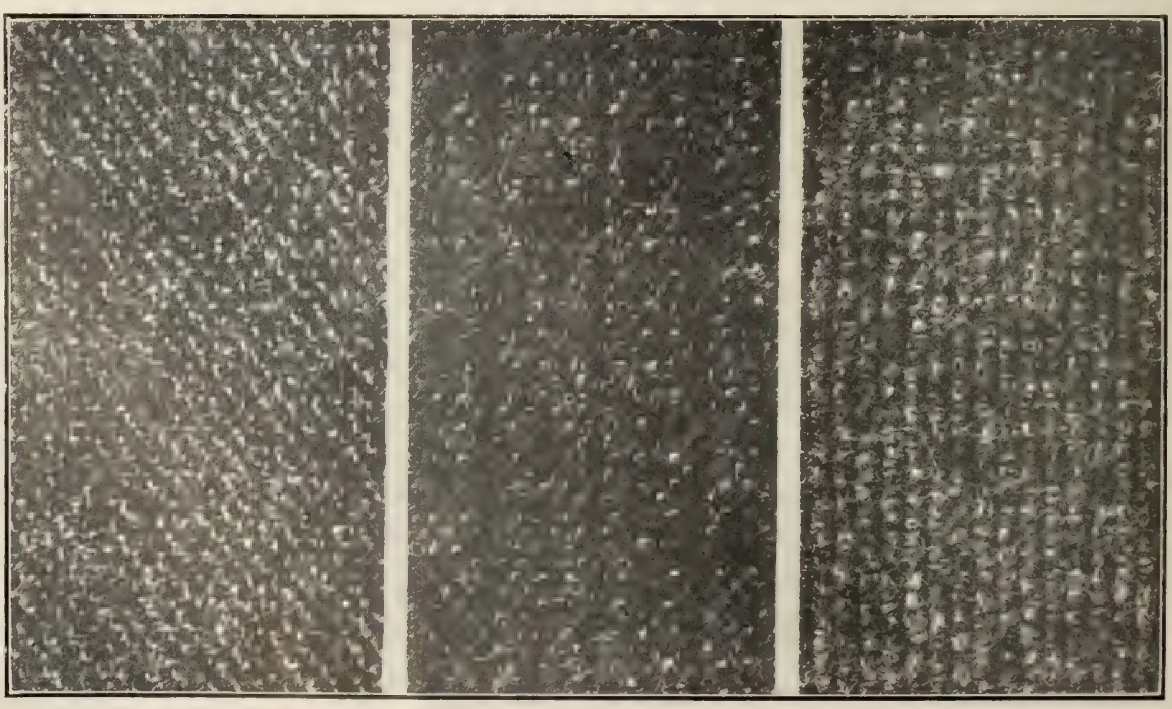
Clothing for the Fall season will contain very few style changes. Although slim types are much talked of, it is safe to say that in anything like extreme form, they will not be seriously considered, except insofar as they may call for the elimination of all superfluous padding or draping. When style demands that he give a more definite figure outline to his garments, the Canadian manufacturers or tailors know that they have a decided taste to consider and that they have very close margins to come and go on. When fads took the form of unique button, pocket and lapel treatments, there was a marked note of decided approval from many quarters. These features, however, did not mar that safe, sane, comfortable outline which may be considered as one essential, at least, of the Canadian demand. While the Fall season, therefore, may see very few notable style changes, it will be a particularly rich season from the point of view of fabric designs and colorings. English styles, of which there has been much talk, have been very reasonably interpreted—coat lengths moderate, shaped on natural lines, with waistcoat just high enough to show beneath the lapels of the coat. In the trousers there is probably an evidence of more shaping.

ULSTER OVERCOATS AGAIN THE MODE.

The fact that soft, warmth-without-weight materials are again being shown, confirms predictions as to the permanent popularity of the ulster overcoat. Few style changes are announced as yet in this department, although the word has gone out that the raglan shoulder is booked for a return to favor.

BRISK BUSINESS IN JUVENILE LINES.

The merchant who has given his boys' department a greater degree of attention than usual should certainly have no reason to regret it. The season's assortments show some very desirable wash garments in cambrics, zephyrs, ginghams and linens—lines which only need displaying or well-directed advertising to arouse the interest of mothers and create brisk demand. Among the newest styles in this department is a double-breasted linen suit, which should answer the call for an outfit, which, while suitable for dressy wear, answers every purpose of the somewhat exacting Summer grind. Many of the garments shown for Spring selling follow the lines of men's attire very closely, although there is a strong showing of the Buster, sailor, Norfolk and other well-known types. Tweeds and worsteds, for the most part on the grey order, all in the quieter tones, have been employed.



Bannockburn effects in Browns and Greys for Fall. Shown by Nisbet & Auld, Toronto.

A display of boys' clothing that should command attention. An all white window in which garments are effectively posed.

It Pays to Look After the Boys' Trade

Higher-priced lines in demand — Merchant should look well to the future —Man in charge should be experienced—Careful salesmanship required— Gift novelties as advertising feature.

By E. E. Bell

THE store that would build up a satisfactory business in boys' clothing must devote sufficient space to make a boys' department, not in an out-of-the-way corner as we find in so many Canadian stores. We speak advisedly when we say "Canadian," because the business of clothing the boys has not been receiving the attention it deserves from either the wholesale or retail man here, though we might add there has been a big improvement in "style" since the general adoption of the "bloomer knicker." "Across the line," the boys' needs are more carefully looked after and it pays. Higher-priced lines are in demand and the store that looks to the future will take care of the boys' trade.

The salesman in charge of the boys' department should be an experienced man with the required patience and good nature that has much to do with pleasing the boy.

The customer is usually the boy's mother, father or one of the older members of the family. In greeting, be sure to speak to the boy as well as to the person accompanies him.

Respect the Boy's Opinion.

A new suit is quite an important event to a boy. Just recall the "thrill" a new suit used to give you as a boy. Sad to relate, it becomes less "thrilling" as you grow older. In discussing the merits of the different suits, let the boy have a word to say, as in some cases he may be paying for the suit himself and this consideration of the boy's opinion helps decide many a sale.

A good salesman will not make the mistake of letting his first question be, What price do you want? etc. Show something of a medium price and a higher line or two and your customers will generally indicate about the price suit that will be of interest.

Don't show too many suits and keep the $10 suit away from the $5 lines. To find the size in boys' suits, add the age to the figures 17. A boy of ten will, as a rule, be fitted in a size 27 suit. The salesman can judge as to whether the boy is big for his age and act accordingly.

It takes more time to sell a $3 suit to a boy than to sell a $30 overcoat to his father, but it is time well spent as the boy has good memory for the store which treats him like his dad.

Every boy's suit should be carefully pressed, tickets taken off and either boxed or parcelled neatly. Many a "return" parcel is the result of careless handling in wrapping up, so that the suit reaches your customer badly creased and meets with disapproval at first sight from the family in general.

GIFT NOVELTIES ATTRACTIVE.

The giving of some small novelties or article of interest to boys with each suit has been proved to be good advertising as boys show these "treasures" to each other and the question arises, where did you get it? So the boy keeps this in mind and often influences mother or father to go to that particular store when purchasing his next suit.

A well assorted stock of boys' furnishings will be found to be a help in increasing and holding boys' business as in almost all cases the boy needs a new hat, cap or other furnishing to go with his new suit.

In conclusion, would say it pays to look after the boys.

◆

The Vogue in London

What's wearing in London is always of considerable interest to the Canadian trade, and conditions there are reflected to a certain extent by the following paragraphs from Men's Wear (London):

WORSTED TROUSERINGS UNRIVALLED.

Worsteds are not so largely represented this season, except in the trousering branch, where, of course, they are unrivalled. But in suitings, particularly of the clear-cut order, they are noticeable only by their comparative absence. We shall expect to see a revival by the time next summer's bunches come along, as they are never very long in the background.

Where they are shown they are very quiet in style. Chiefly straight twills of the four end, small, quiet herringbone stripes, colored stripes.

The milled worsted is more in evidence, and here, too, the colors are quiet, and the ground brightened chiefly by the aid of a very fine stripe in silk twist, alternated at times by a single corded line of weave, or some such quiet variation.

Blue serges are shown a good deal, and many of them have herringbone stripes, whilst there are plenty of the single line stripes in white or blue silk, or the same colors in worsted.

LIGHT OVERCOATINGS AND HOMESPUNS.

The covert of fine quality will be the fabric of the season. The plain twist covert, in nice, clean drabs, stones, browns, golden and green mixture, and other well-chosen colors, looks as good as it deserves to.

Homespuns are as popular as ever, and in many instances they are being shown with the color of the warp and weft more approaching each other, and not with white warps as they have been previously. There are, of course, many white warp fabrics, but also such mixtures as green and gold, two browns, brown and green, and other very subtle and delightful mixtures with little contrasting blobs of color.

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AGENTS WANTED

AGENTS FOR IRISH POPLIN TIES WANTED in Toronto, Montreal, Winnipeg. Well connected with wholesale and retail men's outfitters and with knowledge of the tie trade. Give references. Write Box 81, Dry Goods Review, 88 Fleet Street, London, Eng. (3)

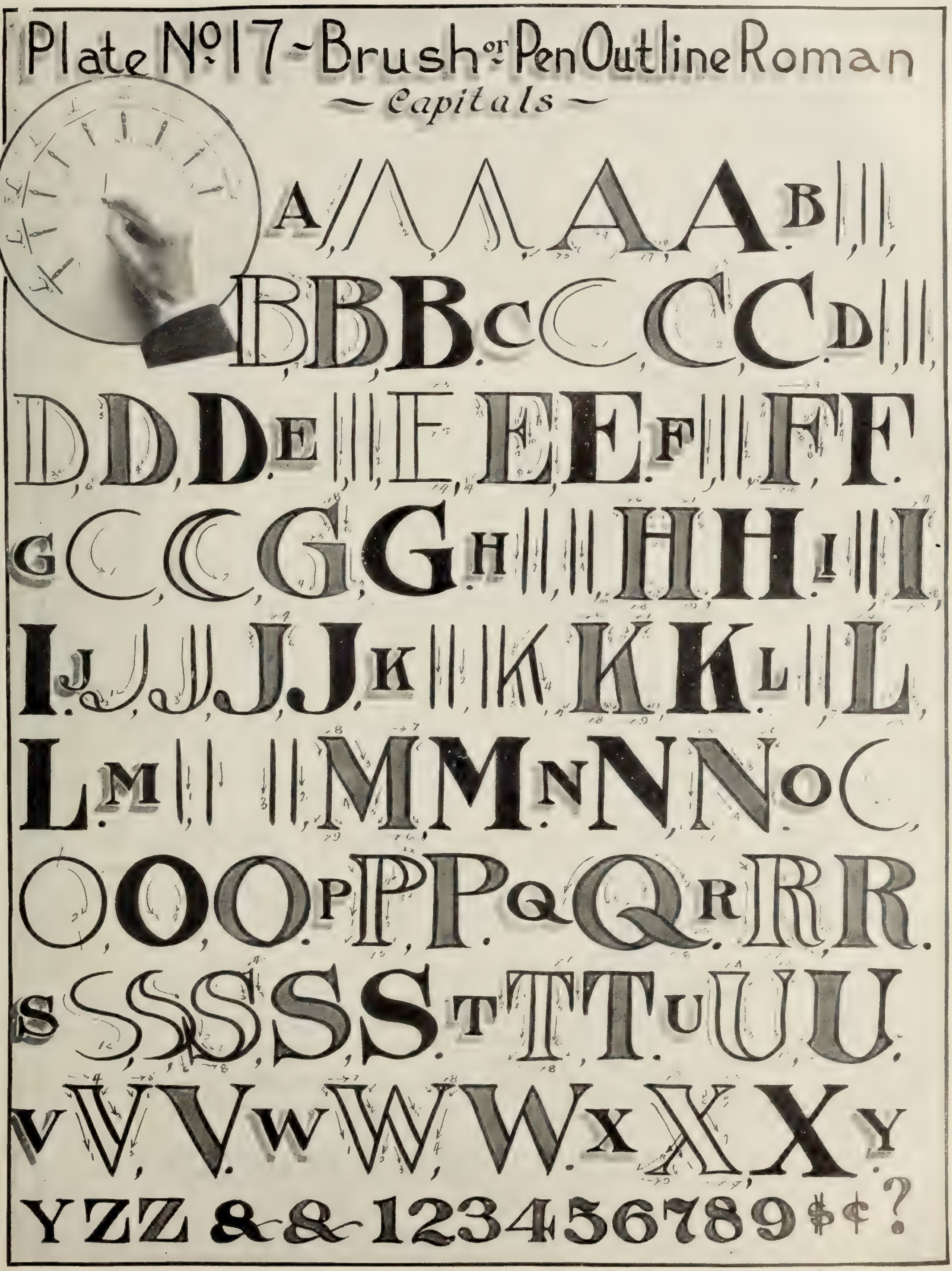


Plate No. 17 – Brush or Pen Outline Roman

Capitals

This plate illustrates the brush or pen outline Roman letter used especially for fancy headlines.

SOMETHING NEW IN

Tooke

COLLARS

Tooke

SAKTA

MADE WITH LOCK BUTTONHOLE

2 FOR 25¢

A dressy, comfortable 2-inch collar, with deep corners and exceptionally close front. This close front effect is ensured by the new TOOKE Lock Buttonhole which has made our "Viceroy' such a success. Other new Tooke models are "Golf Club" and "Field Club." Can make deliveries at once.

Tooke

PETER PAN

2 FOR 25¢

Cut from fine mercerized materials, made especially for us. Five shades—white, blue, tan, pearl and helio. The best soft collar on the market at $1.10. Also carried in $1.50 quality. Soft Collars will be more popular than ever this summer Better order now.

TOOKE BROS. LIMITED, MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings.

Winnipeg Warehouse, - - - - - - - - 91 Albert Street

VOL. 2 No. 4

MEN'S WEAR REVIEW

APRIL, 1912

Features of this Number

Suggestions from the boss to employees.
Specializing in knit goods department.
Prevention of fraud in business.
Clothes, men and methods.
Public reception for new store opening.
Parcel post will help small merchant.
Give identity to men's wear in general advertising.
Edwards' short-cut system in card-writing.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED
3RD WEDNESDAY OF EACH MONTH

PUBLICATION OFFICE 143-149 UNIVERSITY AVE., TORONTO

THANKS

We are unable to open any new accounts for Spring, 1912.

We are busy helping our present agents to take orders for ART CLOTHES. Glad to hear from any one who needs advertising help.

From those who have applied for ART CLOTHES Agency, we ask indulgence. They are first on our waiting list for Fall, 1912.

New accounts will be considered for next autumn. Immediate application should be made in order to secure early inspection of samples.

The Art Tailoring Co.
Limited

Head Office :: Toronto

Questions for the Underwear Salesman.

A Men's Wear merchant states that business in his underwear section has developed along most profitable lines through skilful introduction and suggestion of goods and that the favor for combination garments is steadily increasing.

Here are the questions:

A customer enters the store and asks for a suit of underwear. It becomes evident to you that he has been wearing the cheaper two-piece suit and that he knows nothing about the merits of the combination garment.

How would you address this customer (give direct narration) with the object of inducing him to consider better grade underwear, and arousing his interest in the combination garment, assuring him as to fit, comfort, etc.?

Give actual instances that have proved the value of your argument, and noticeable result of introduction or suggestion upon your knit goods business.

For the three best replies the Review will pay the following cash prizes:—

1st, $3.00. 2nd, $2.00. 3rd, $1.00.

All replies must be addressed to Editor Dry Goods Review, 143 University Avenue, Toronto, and received on or before April 13th.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Premier Borden, has just bought a brilliant uniform which he will wear at all state occasions. He wore it for the first time this month when Parliament prorogued. It was tailored in London, England, and cost the modest sum of $700, without duty. It is of dark blue cloth, encrusted plentifully with bullion and real gold lace. An interesting fact about the uniform has just leaked out. King George was pleased to appoint Mr. Borden as Privy Councillor, consequently the Premier was required to order the necessary dress which a Privy Councillor must wear at state functions. When the uniform arrived in Canada, His Majesty's customs officers demanded a 35 per cent. duty to be paid before they would allow it out of bond. Accordingly, Mr. Borden had to deposit a cheque for $385 with the customs department to get his new clothes, so that they really cost him $1,100. It is evident that the customs department has a democratic disregard of who the importer of goods may be, if the importer is a British subject, but a consul of the black republic of Hayti or any foreign consul is allowed, by law, to import his uniform free of duty.

* * *

From London comes a new idea in the form of a sleeveless coat. It is a kind of undercoat made without sleeves, to be worn when more warmth than is provided by an ordinary overcoat, is desired. For wear under a "slipon" or a raincoat it might be regarded as useful. There is a feeling of insufficiency about a raincoat on a real, cold, wet day, when an overcoat would be quickly soaked through and for use on these occasions this overcoat seems a good idea. It is cut about 36 inches, long and shaped just like a jacket in front except that there are no lapels or collar. It can also be worn over a sportman's coat.

A smart men's wear unit recently displayed in one of the city stores, was confined entirely to an oblong-shaped plaque in the centre of the window floor space and covered with silk in champagne cover. The unit consisted of a suit case with hosiery, shoes, neckwear, etc., scattered carelessly in and about. Similar articles were displayed on stands and the idea of the display was to emphasize the novelty in colors. Tans, bronze, blue, grey and purple in plain and shot effects were shown in hosiery. Shoes, of the Oxford type were in medium tan and dull-finished calf.

* * *

While the preferred position for men's and boys' clothing in many of the large Ontario stores is the first floor, and with separate entrance where possible, there are two opinions on this question. The other is suggested by the arrangement of the department in the Ogilvy store, Montreal. There, the clothing occupies the second floor, as a section of the large ready-to-wear department. In many of the largest stores in the United States, clothing is also removed from the first floor and the reason given is that this location helps the development of a more exclusive and profitable trade. The idea is that men who prefer absolute privacy in selection will hesitate about buying on a floor through which the store's general customers must pass. It would appear that a whim of human nature has, to a certain extent, been more thoroughly respected in the case of women's clothing than in men's. Then, again, much depends upon the class of trade which the merchant wishes to develop. It is stated that one of the large Toronto stores is considering the removal of its men's clothing section to a more exclusive position on the second floor.

An American authority on things sartorial has it that A. E. Kemp, M.P., for East Toronto, is the best dressed member of the House of Commons.

* * *

Absent-mindedness on the part of salesman and customer is the explanation of some results that are rather amusing. This story is told of a member of a famous banking family who is fussy about his hats. He likes them easy and comfortable on his head. One day he wanted a new derby and went to buy it. The clerk showed him a lot of hats. The banker tried them all on, but none suited him. Finally he picked up a hat and put it on. It was very comfortable.

"I'll take this," said he.

"All right, sir," said the clerk. "Five dollars, please."

The banker paid the money and went along. When he got home he discovered the clerk had sold him the old hat he had worn into the store.

* * *

In order to help overcome the inconvenience to customer's caused by change of location, a men's wear store had a map of the city showing their new location printed on all their wrapping paper and envelopes used for packages, as well as on the backs of their correspondence envelopes.

* * *

When the Chateau Laurier, the new Grand Trunk Hotel, opens in Ottawa, May 24th, the dress of the employees will be one of the most distinctive features of the establishment. The manager has decided that waiters in the Chateau will not be dressed the same as the guests. Instead of the conventional black full dress suit, all the waiters will wear grey dress suits with oxydized buttons. This is an entirely new innovation in Canada. All the employees will wear grey clothes, even the chamber maids. The clothes are being made by Fred Smith, an Ottawa tailor.

* * *

Death, swift and sudden came to the "Bulk Sales Bill," recently introduced in the Ontario Legislature. The bill had for its chief object the prevention of sales by merchants of their stocks in bulk before first notifying their creditors, and making a declaration as to their indebtedness. The idea was to prevent fraud in sales of this kind as a protection both to purchaser and wholesaler. When the bill was presented, it met with strenuous opposition. Some members who regarded it as class legislation took a vigorous stand on behalf of the retailers of their districts.

The latest freak from Paris is a black-edged collar. It is a high-band turndown and has a quarter-inch black edge running all around the lower edge and up the side of the opening in front to the neck. There is no black edge at the top. Some Parisians have worn these on the street.

* * *

Cigarette cases of moire silk instead of leather are intended to be worn with evening dress. They are very light in weight, have Spring tops and the fronts of some are ornamented with initials or monograms. Watch fobs may be had to match.

* * *

The increase in popularity of the business frock or hunting jacket, especially in the larger cities of Canada, is regarded as very remarkable. A Toronto "King Street" tailor states that since the first of the year, he has sold more business frocks than for the past two years. The explanation is not hard to find. It is a smart, dressy coat, very becoming in the materials now in vogue, and answers the demand for a garment that is in every sense appropriate for business or informal social purposes during the day.

* * *

Attractive post cards are used as advertising mediums by one men's wear store. These cards sometimes consist of local scenes, and then again, are a series especially gotten up by the firm, and bearing no other reading matter than the phrase, "Visit Quality Corner." This name is sufficient to arouse curiosity. They are sold in sets for a nominal sum, but anyone may have from one to three cards by simply calling at the store and asking for them. They may be addressed at a desk arranged for the purpose, above which is a placard stating that if left at the office near the door they will be stamped at the expense of the firm.

* * *

Here are some thoughts handed out by a manufacturer of clothing to his customers:—"The advertisement that stays unchanged for weeks is not an advertisement, but a monument. The reader does not think of the house behind it, but under it." The present is the "four-track" era—the era of electric force and dynamic resource—the era of schemers "on the firing line." instead of dreamers in the barracks —the era of making money, and of making money make more. The "single track" merchant is dead, but doesn't know it. His store is his tomb and his sign is his epitaph. He's a "dummy" and a mummy, self-annointed and self-embalmed.

Lesson 20 -- Complete Course in Cardwriting

Course of twenty lessons, comprising Edwards short-cut system, closes with one on lower case script — Note the accompanying plate and the three cards demonstrating its use.

By J. C. Edwards. Copyright, Canada, 1911

COMMENCING with the plate it will be wise for the student to go over every letter and study it carefully, practicing every stroke until he becomes thoroughly acquainted with it.

In reviewing the previous lesson it will be noted that, in actual use the letters were almost always joined together as we were taught to do in our school or business college days. This is absolutely essential, and another point always to remember is—that every letter should be on the same slant, i.e., supposing that a line were drawn at an inclination of say 20 degrees, every letter should be so balanced as to have this same slant. Practice, of course, is necessary to acquire a uniform line of letters, each having the same slant, same proportions and no open spaces between the letters of a card.

GET AWAY FROM CONVENTIONALITIES.

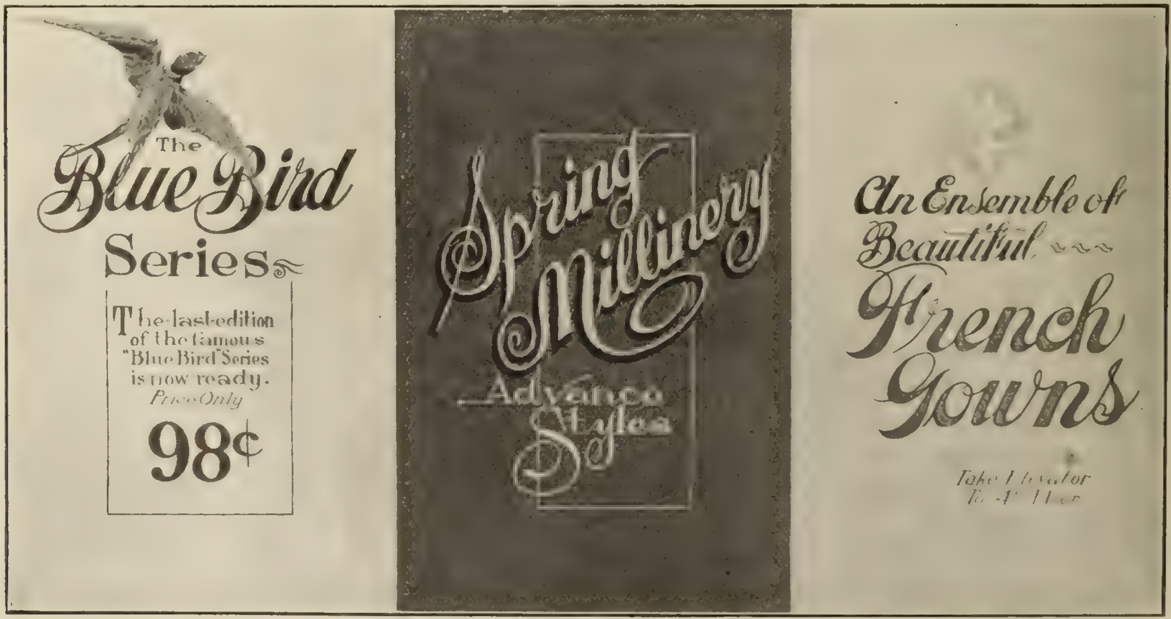
If Christopher Columbus had not thought that something lay beyond the vast expanse of water he never would have set out on the voyage that terminated in the discovery of America. So it is with everything else to-day. The idea of learning something new, of discovering something different, something out of the ordinary, leads to new inventions and promotes civilization. The cardwriter who contents himself with learning the technical points of lettering, if he practices diligently, will be a maker of cards, not a cardwriter. He must break away from the old rut and drift into new channels of his own and add his own originality.

SCRIPT IN OUTLINE.

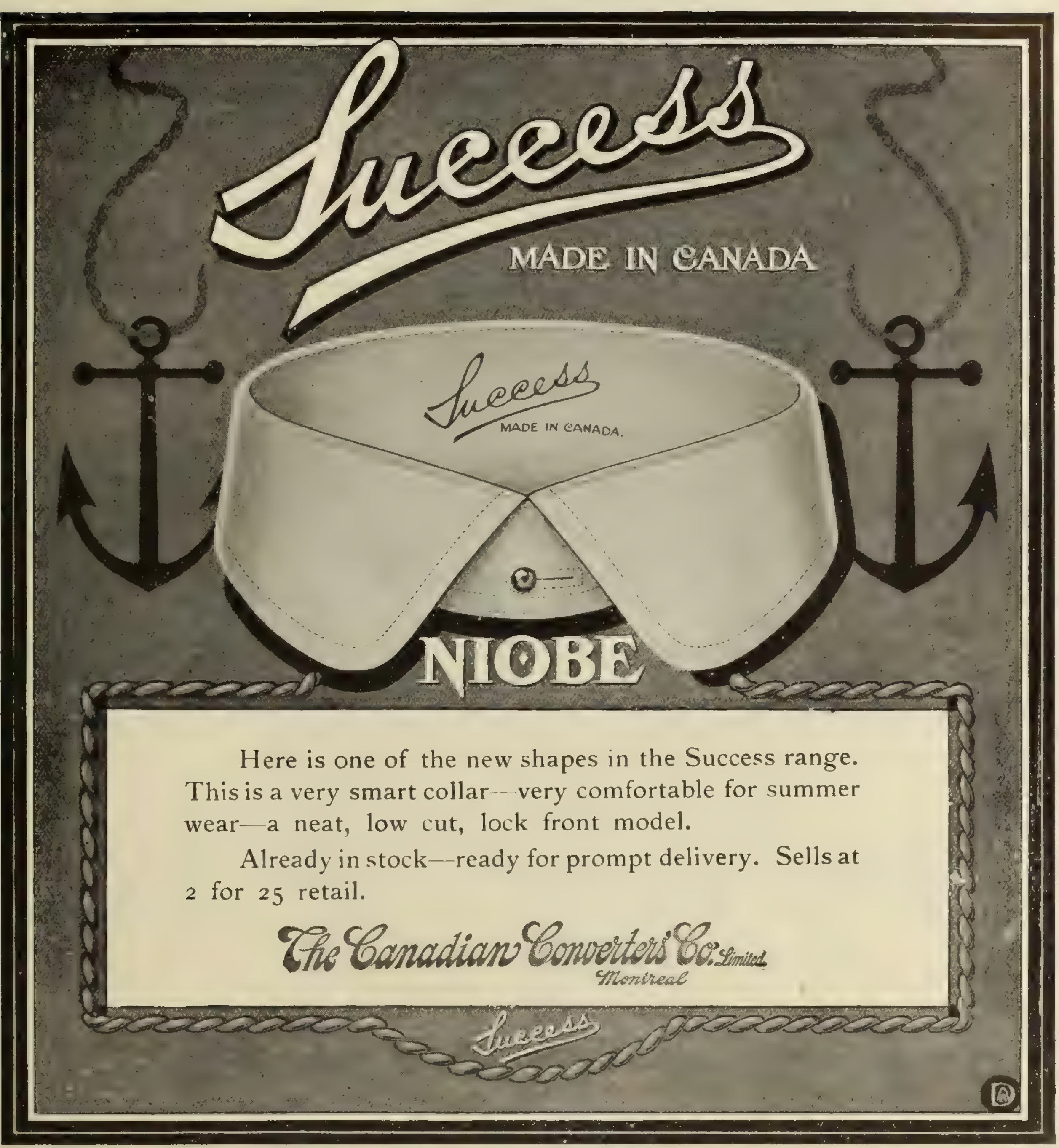
More care needs to be taken in writing outline script when it is to be filled in with a different shade than when it is filled in solid. The strokes must be made as uniform as possible. A sample of this style of letter is shown in the "French gowns" card. The letters are outlined as shown in the plate and then filled in with the shade. The form of decoration in this card is very simple. The card is deep champagne and the decoration is white which shows up very faintly, except in the case of the fleur-de-lis design at the top of the card which has a shade rubbed in with dry color before the design was put on. This gives it a relief effect and makes it stand out strong.

THE DECORATION SUGGESTS THE HEADING.

In the "Blue Bird Series" card the design suggests the heading at first glance. It is a blue bird cut out of wall paper and pasted on at the top of the card, breaking into the top display line. We all know that this is not always possible, yet if one keeps his eyes open he can often pick up such appropriate suggestions or if he has access to a first-class wall paper department many good ideas may be got without much effort.


The Blue Bird Series
The last edition of the famous "Blue Bird" Series is now ready.
Price Only
98¢
Spring Millinery
Advance Styles
An Ensemble of Beautiful French Gowns
Take Elevator

Three cards illustrating the use of brush outline script.



Here is one of the new shapes in the Success range. This is a very smart collar—very comfortable for summer wear—a neat, low cut, lock front model.

Already in stock—ready for prompt delivery. Sells at 2 for 25 retail.

The Canadian Converters' Co. Limited
Montreal

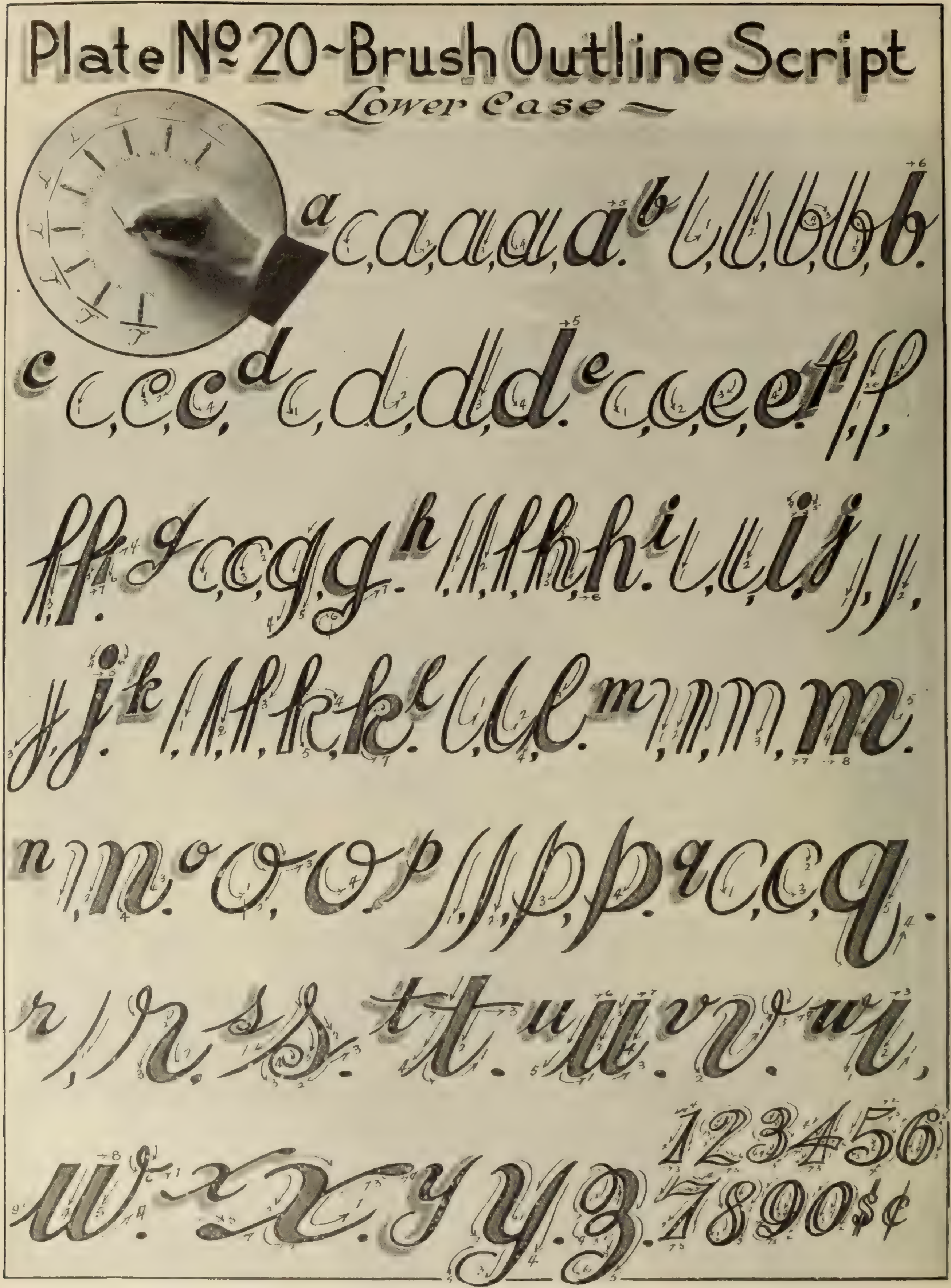


Plate No 20~Brush Outline Script
~Lower Case~
a b c d e f g h i j k l m n o p q r s t u v w x y z
1234567890$¢

This plate illustrates the brush outline script used largely for fine cards.

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited
HAMILTON - - - ONTARIO

WATCH THIS SPACE FOR OUR STYLES.

No Broken Buttonholes

One of the big disadvantages of waterproofed collars has been the breakage at the buttonhole.

"LINOLO"

Waterproofed Linen Collars

cannot break here because they have the aluminum, non-corrosive eyelet which prevents such an occurrence.

There's money in "Linolo" collars for you. They are sure sellers and give good profits.

Write for samples.

The Smith-D'Entremont
Company, Limited
1475-77 QUEEN STREET WEST
TORONTO

AND THE SPACING—DON'T FORGET.

Watch your spacing and don't get a one-sided effect. A light line may be drawn down the centre of the card and one across, then lay out the card in pencil, at first (only roughly) to make sure that the lettering comes out right, leaving the same space on both sides of the card and the same top and bottom. Also, watch the letter spacing which is even more important. In the case of the "Blue Bird" card, where a reader occurs and a sentence is written in lower case, the words should be almost the space of a letter apart, but when it is necessary to crowd them or, by mistake, two words are crowded, the idea used in this card may be brought into play, viz: "edition" was commenced too near the word "last" and, therefore, the two words run together. A small circle or dot was used to separate them and it was also necessary to balance the line by using the same between the words "the" and "last." You will notice that the ornamentation of this card comes up very near the top while the reading matter does not come as near the bottom of the card. This is a warrantable exception to the rule as the ornament is not at all the important part of the card and is only an auxiliary to help out or strengthen the wording and is a minor or subdued tone. This may often occur in card-writing where a bunch of flowers or some other decoration is used.

BLACK AND WHITE ALWAYS STRONG.

The millinery card demonstrates the use of white script lettering with a black, left-hand shade. It also shows the application of the script lettering in two bold diagonal lines, giving it the proper spacing and using no decoration outside the relief panel. The card, however, is of oatmeal finish in green which adds much to the effect and gives it a fancy touch. "Advance Styles" is an eccentric form of lettering giving a half script and half Roman effect which is quite in keeping with the other lettering.

◆

NOTE.—Though this is the last lesson of the Edwards short cut system, there will be a follow-up series of practical showcards demonstrating the use of the different styles of lettering as taught in the course.. See next issue.

INTEREST THE OTHER WINDOW TRIMMERS.

For the first C. W. T. A. Convention it will be practically impossible to reach all the window trimmers by direct invitation. It is, therefore, in the interests of the trimmers themselves and of future conventions that each trimmer interest himself in bringing another member.

GET READY FOR THE C.W.T.A. CONVENTION—A MESSAGE FROM PRESIDENT MACDONALD.

WE want to hear from every window trimmer and card writer interested in the Toronto Convention and we shall be more than glad to answer any questions regarding the programme or other details.

Already, we have received many letters from prominent window trimmers signifying their intention of attending the sessions and it is assured that this first convention of the C.W.T.A. will be a grand success.

The Programme Committee has been working hard and with great success, and it can be said that at this convention the features will more than fulfill every expectation. Demonstrations of the latest and best methods of displaying merchandise, designing backgrounds, writing show cards and many other branches of the window trimmer's activities will be taken up for the benefit of the ambitious.

The convention will prove of great practical value to every decorator no matter whether he has had much or little experience. None of us knows it all, and the exchange of ideas with experts who will serve as a review of the very best ideas that have been brought out in window displays during the past year and also give an indication of the trend of future work.

Your employers will undoubtedly be glad to pay your expenses to Toronto, and will be well repaid by the help it will be to you in your work. If they will not send you, by all means come anyway. It will be an educational event that you cannot afford to miss.

The Entertainment Committee has also been very busy and plans have been made to make this the most profitable and enjoyable session of window trimmers. There will not be a dull moment.

Remember, it is not necessary that you be a member in order to attend this convention. If you are a window trimmer, we want you to come, and we are sure that, if you attend this meeting, you will not miss any in the future.

H. C. MACDONALD,
President.

COATED LINEN
COLLARS

Are made in one grade only and that is the best—*perfect in fit, the acme of comfort and the best quality.*

The patented flexible lips relieve all strain at the front fold.

Also note the reinforced buttonhole and the patented slit at the back, which prevent pressure of button upon the neck.

It is linen and retains its linen appearance.
"KantKracK" Collars pay.

MADE IN CANADA BY

THE
Parsons & Parsons
CANADIAN CO.

Hamilton : : Ontario

NECKWEAR AND ACCESSORIES

Purple in its various tones and tans indicated for favor next Fall — Rich colorings in the Spring weaves — Strong position taken by the knitted tie — Some dealers predict an increase of 75% in demand for next season — Should not be featured too early to interfere with other neckwear lines

The Spring neckwear season is now coming to its own. While reports from retailers indicate an excellent Easter trade on the whole, the weather was unfavorable to that swing of business which generally comes with the holiday. The new designs, weaves and colorings have been received with marked favor, and nothing should prevent an excellent turnover. There is great activity in wash lines in preparation for summer, but these are goods on which the merchant should develop a distinctively Summer demand; not allowing them to interfere with the prestige of his fancy silk neckwear by introduction too early in the season.

Rich, soft, colorings are a feature of the new neckwear. There is nothing that can be styled obtrusive, and as pointed out some months ago by The Review, the whole trend of Spring and Summer neckwear seems to be in the direction of that neatness and invariable conformity with good taste which is the outstanding note in every department of men's wear.

FAVOR FOR KNITTED TIE.

The knitted tie, it is asserted, has come to stay. So varied are the color treatments possible that it has met every requirement of the season's vogue in that respect. There are those who state that its position next season will represent a 75 per cent. increase, and that so long as the double-fold collar is worn, the knitted or crochet scarf will remain.

In silks there are some exquisite patterns, combining stripe and bar effects in Roman colorings. Among other novelties is a plain or fancy weave with satin border fully 3 1-2 inches deep. Bars, both straight and bias, lend themselves to various treatments, and among these the tie with pattern showing in the knot and end only has been a well received novelty where the contrast has not been too severe. Crepe silk weaves, both plain and fancy, have also been well received.

FALL SEASON'S COLORINGS.

While little prophecy is yet made with reference to fall designs, it is stated by some authorities that purple and its various tones will be in high favor, and that tans will also be a feature. This is following along a trend in fabric colorings which is developing very strongly.

At the present time silk buyers for several of the large neckwear houses are in Europe making arrangements for the Fall neckwear season's materials.

Insperation from Retailers

He can sometimes give the neckwear manufacturer an idea as to favored color schemes, weaves and designs—How it has worked out in knitted ties.

Neckwear manufacturers are nowadays securing much information from retailers themselves as to desirable weaves and designs. The retailer certainly has great opportunity to study every phase of the demand at close range, and some very effective color schemes are suggested, which give the manufacturers an inspiration resulting in a profitable vogue. A very strong position has been taken by knitted neckwear, for example, and it is stated that several manufacturers have achieved a leadership simply through following the trend of color fashion, as indicated to them by progressive retailers. This applies alike to high-priced and cheaper grades.

A prominent New York retailer, who has made an unusual success of knitted neckwear, states that any success he had had he attributed entirely to stocking bright patterns generally and to a close adherence to fashion's trend at special times. For instance, at the time of the coronation of King George V. he sold huge quantities of "Coronation"

Young Men Are Wearing Them

and not only young men but the men of senior years too are learning the virtues of

CHALLENGE COLLARS

Fill the man's wants and you'll find his wants growing.

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes.

Send for sample of our $1.25 Outdoor Brand, linen finish.

SAMPLES ON REQUEST.

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"Star" Brand for Fall 1912

IS A RIGHT ROYAL LINE

Star
BRAND
SHIRTS
Are Made for Particular People

from whatever standpoint you take it. From the standpoint of style, quality, finish and variety it has no equal. The line consists of

SHIRTS THAT APPEAL

to the better tastes of the particular man and reach the pocketbook of every man.

Tone up your Spring and Summer stock of shirts with a few numbers from "Star" brand.

"Star" Brand Neckwear and Underwear are leaders to-day—See Samples.

VAN ALLEN COMPANY, Limited
HAMILTON, ONTARIO

Interior view of new Ogilvy store, showing the men's furnishing section. Note the long line of glass cases, the effective fixture trims and the neat, inviting appearance of the department in general.

purple knitted neckties and hosiery owing to being right on the job at the psychological time.

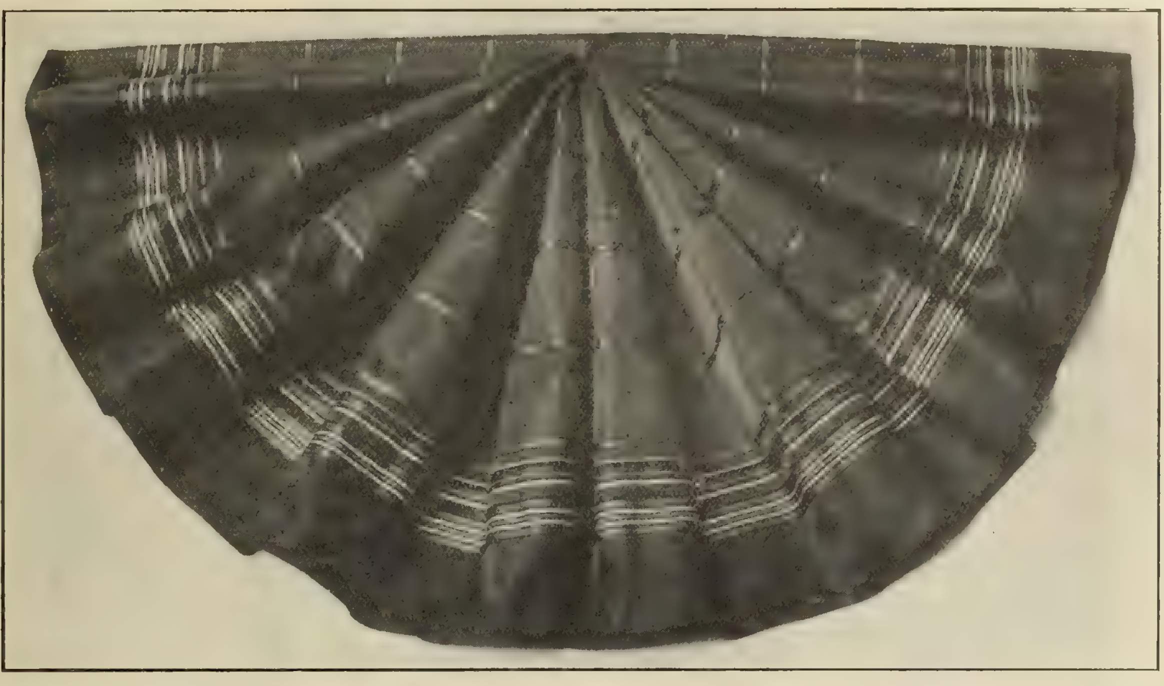
He has been featuring recently some of the new "Durbar" shades. Shade is hardly the correct word to use, for these "Durbar" colors or styles are really a riot of color schemes. They embrace beautiful shades in soft colors, the whole effect decidedly inclining towards what is generally known as bright. This retailer mentioned that he had specialized on the subject of colors a good deal, and this is a point which it would do well for manufacturers to consider.

The clientele of this store is distinctly of a high class, and will not purchase brilliant shades. He said that there was a difference between soft, bright shades and brilliant shades, instancing the fact that he had sold any number of conservative dressers "Coronation," "Durbar" and similar color effects. It was a case of being able to discriminate between a bright shade with a soft tone and brilliant shades which make their wearers conspicuous. He pointed this out in connection with accordion knitted ties, which, while displaying a brilliant shade from one angle of view, should have for its other color a soft tone which would put the article, as a whole, in the artistic class rather than make it garish.

Another retailer stated that he was largely in accordance with the views of the retailer given above, but he thought that even the most conservative men were attracted toward brilliant color shades and combinations, no matter whether they had previously made up their minds before entering the store that they would not purchase anything but the soberest of hues. Such a man will invariably raise the query to the salesman, "Don't you think this is rather bright for me?" Once, however, he has become accustomed to the wearing of something a little more cheerful than he had been used to, he usually comes back for more of the same kind.

Manufacturers in Canada who are now branching out in the production of knitted ties can gather a great deal of valuable information from these remarks for the phenomenal success of a line of knitted cravats bearing a trade-mark which has become a household word is entirely due to the ultra-progressive methods taken by this manufacturer to produce in advance the right shades which will be purchased later on owing to demand which then arises, caused by some important event or color scheme adopted in a successful theatrical production. Pertinent instances illustrating the latter are the influence of the Coronation and Durbar events, and in theatrical productions where the Arabian and Turkish influences strongly predominate, and it is certain that any textile fabrics which convey such tendencies will be much in vogue, while, similarly, the "Durbar" and Oriental color influences will become more popular.

This is one of the
TWO HUNDRED AND THREE



Roman Stripe

Fancy Rep

BORDER ENDS

The above cut represents one of the samples of the two hundred and three totally different combinations in Border-End Cravats.

This, along with the rest of the range, will reach you shortly. Don't miss seeing the Zibeline, Diagonal Reps and Bara Reps. These silks are absolutely pin proof.

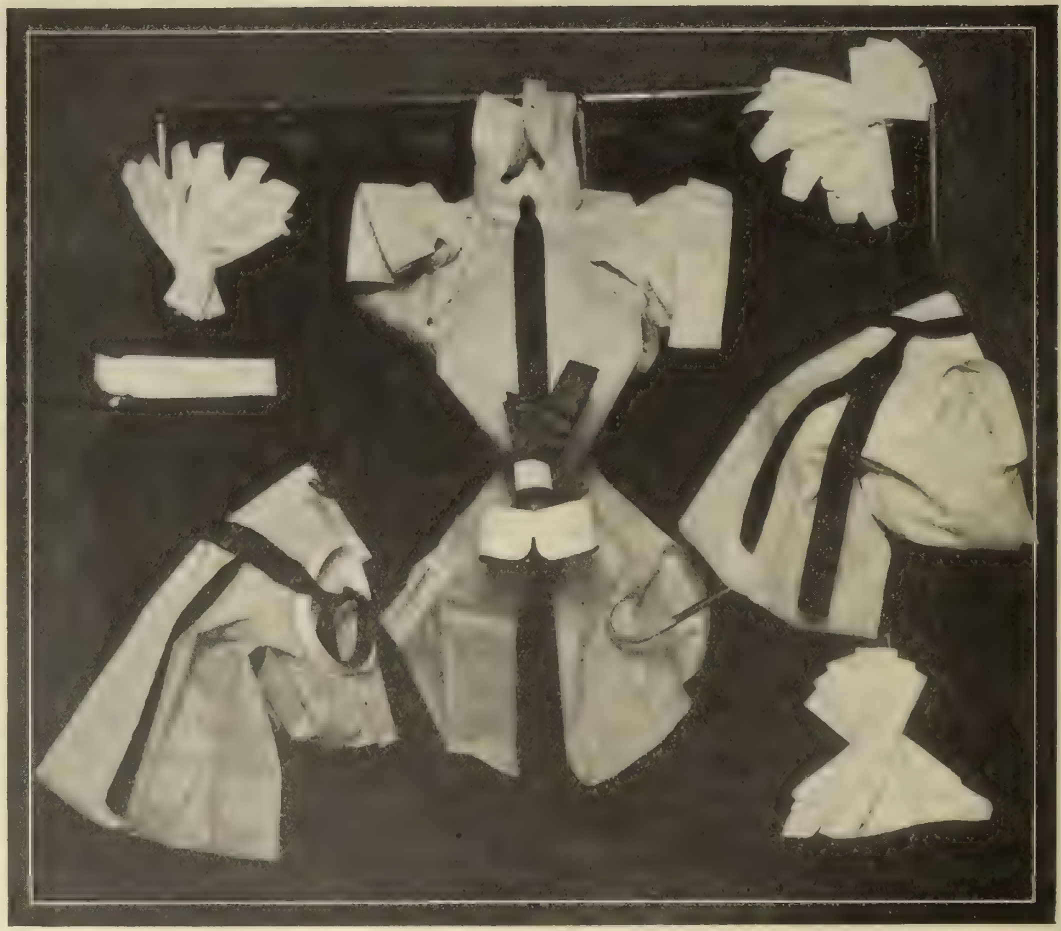
We have designed special borders for these weaves in Satin stripes, Canelle stripes, Roman stripes, and several other combinations.

These Silks are made into Bias, or straight Derbys, showing the borders in either case.

WE WOULD CALL SPECIAL ATTENTION TO OUR ZIBELINE SILK. This we have confined to us for Canada. It is a crepe covered cloth and cannot show a pin hole. Ask to see this weave.

THE SWORD NECKWEAR COMPANY, LIMITED
TORONTO - - - ONTARIO

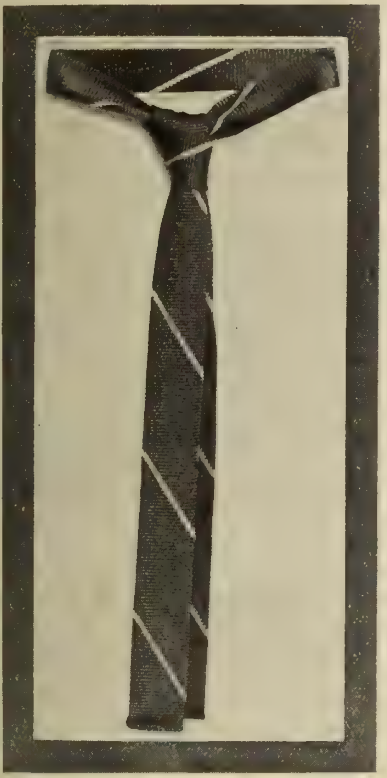
Trim Emphasizing Vogue of Stripes

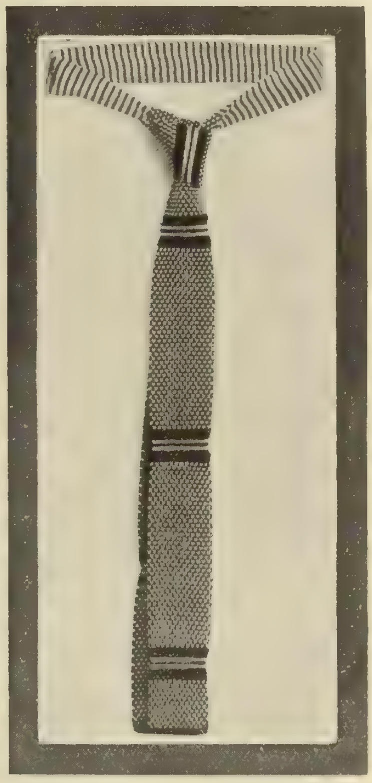


Neat display of shirts and accessories by Reg. Brown, for Cressman's, Ltd., Peterborough.

KNITTED NECKWEAR

Chic Ties & Mufflers





WORTH EARLY INSPECTION

NO need to dwell on the popularity of knitted goods, whether they be cotton, silk, linen or wool—knit goods seem to be here to stay. At any rate they are IT just now and will be for Fall.

We are showing a marvellous range of Knitted Silk Ties in various stitches, styles and colorings. The rich brilliance of these ties appeals to the well-dressed man every time. They are genuine value and correct style.

THE KNITTED MUFFLER

is in a class by itself in the muffler world and commands the attention of all.

Order now for Fall delivery. They are handsome mufflers. Don't miss seeing them.

The Laces and Braids Manufacturing Co., Ltd.

121 Prescott Avenue -:- -:- Toronto, Ontario

CLOTHING FOR MEN AND BOYS

Canadian business life demands distinctive style — How the new English models are being received here — Sane and practical idea obtains in Canadian market — Business frock in high favor — High price of furs improves sale of Ulster overcoats — Development in special order tailoring

DO the requirements of the Canadian business life enforce a style in clothes that is distinctive to the country? Men who have made a study of the demand and the individuality of taste, and who have watched the reception and course of new styles in Canada, do not hesitate to answer this question in the affirmative. They point out that where there is a large leisure class, where wealth and luxury are present in such a degree that the latest style in more or less extreme form is always the thing first to be desired, original designs are more closely followed. The charts for the present season are an illustration of this.

English plates show the neat, form-adhering lines which have been the basis in slightly modified style first of the American and then of the Canadian designs, the latter always representing a happy medium between the English plates and the interpretation placed upon them by American style artists. An outcrop of exceedingly slender styles, however, has developed from that demand which may always be counted upon whenever there is radical fashion change.

THE CANADIAN INTERPRETATION.

While these ultra styles may be considered as absolutely good form in the circles where they are chiefly worn, they differ vastly from the style interpretation that obtains in Canada. Here there are very few men not actually engaged in business, those who are not, have been so closely associated with it, or so recently removed from its influences by inheritance, that clothes of anything but the sanest type do not obtain. A tailor would find it difficult to induce a Canadian customer to consider the so-called slender figure, one, for example, in which the coat, when buttoned, is so tight as to actually wrinkle at the sides, and the line of the shoulder followed so closely as to be uncomplimentary.

Not for the Canadian business man, even in his gayest, or most sociable moments are these styles. His mind is inbued with the practical, well-proportioned, common sense idea. Nevertheless, they have taken kindly enough to the new styles in modified form—clothes which adhere to the natural figure without suggesting the extreme or ridiculous. Even this change, slight though it has been, has called for some persuasion on the part of the maker of clothes, and wholesale manufacturers have, in taking the new types as foundation of their designs, given every consideration to this fundamental feature of the Canadian demand. The safest suit or overcoat nowadays is that which conforms to plain, natural lines with no faddish touches added. Even in boys' clothing the same note is evident.

HOW DESIGNERS VIEW IT.

The vogue is one that should certainly be welcomed by the designer. A few years ago, when the extremely faddish garments were largely in demand, the manufacturer doing business from swatches was confronted by frequent orders calling for something different in unique treatment. Selling in those days was based largely on the novelty in a coat or suit, and changes in patterns were often necessary in order to satisfy the client. Now there is none of this. Styles are on a well-understood basis, fabrics are for the most part of the very neat order in greys and browns, and salesmanship now has as much to do with dignified appearance as a talking point, as it formerly emphasized novelty features.

Such a change as that which is now noted, will in the opinion of authorities, hold for some seasons, and for that reason no radical changes are noted in the Fall lines.

It is predicted that the large overcoats, of soft, warmth-giving materials will have a still heavier demand. The ever increasing price of fur has had

The Successful line to "Tie" to

It will increase your neckwear sales and yield a good profit. Ask the "Crescent" man to show you the complete range.

Supplied in 44 shades at $4.00 per dozen.

—

Showcards like illustration in 5 colors and embossed will be supplied with your orders.

—

Crescent Mfg. Co., Ltd.
MONTREAL

WILL NOT CRINKLE OR CRUSH
CREPE FAILLE
CRESCENT MANUFACTURING CO. LIMITED MONTREAL
ONE PIECE TIE 48 INCHES

A window display in the new Vineberg store, Montreal. Floral twined lattice used in background, with large mirror centre. Men's and boys' clothing are cleverly posed.

much to do with the popularity of these garments. A good fur-lined coat now demands a price that cannot often be considered by the average man, and the ulster overcoat has those qualities which make it an excellent substitute.

THE BUSINESS FROCK.

The demand for the business frock or hunting coat has steadily developed. These garments made up in the neat materials now so highly favored go far to give a dignity of appearance to the prosperous business man, and at the same time are absolutely correct for many functions for which he otherwise would not have time to step aside from business in order to change his attire.

In evening dress, styles remain about the same. For formal wear it is noticed that a narrow margin of the white vest shows below the belt of the coat. This, too, is an English idea which is being well received in this country.

MARKED DEVELOPMENT HERE.

A branch of the clothing trade which is bound to develop is that which affords the tailor who is his own staff, the advantages of a well-equipped workshop and a skilled staff of operatives. Where there were only two or three of these concerns in Canada a few years ago, there are now quite a number who receive special measurements and the materials from merchant tailors, make up and deliver on specified time. These concerns receive many orders from merchants who merely carry swatches of materials and take orders thereon, relying on wholesale woolen houses to supply materials to the makers on request. It is a business that has grown, not only in the older provinces, but also throughout the West. A tailor in Lethbridge, for example, may take a customer's measure, have him select his cloth from swatches, send full particulars to the makers and woolen houses in Toronto, and be almost certain of receiving the garment on a specified date. Some concerns will send the half-made garment to the merchant for a try-on to be absolutely sure of fit, although it is stated that the number of returns on orders not thus fitted, is very small. This is a branch of the tailoring trade that has been very largely developed in the United States. It has assisted many merchants in smaller towns and cities to develop a profitable trade.

FRANKLIN KNITTING MILLS

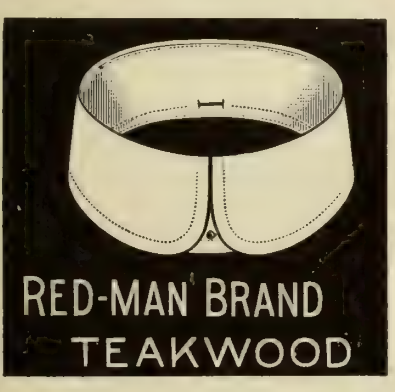
NEW YORK CITY

We are showing an entirely new range of pure silk Accordion Knitted Motor Scarfs and Ties. We have at our disposal the services of the best designers, and are, therefore, continually showing new styles and novel effects.

We are receiving new designs weekly from New York, and shall at all times be pleased to submit samples on request. We are also in a position to execute any special designs which our customers may wish to submit to us, sending samples before proceeding with such special orders.

AGENTS FOR WESTERN CANADA
SEWARD BROS., 251 St. James St., Montreal

AGENTS FOR TORONTO AND EAST
J. O. BOURCIER, Room 56, 59 St. Peter St., Montreal



EARL & WILSON

Close Collar for Stout Men

EARL & WILSON

Collars in Canada

Red-Man Brand

NEW SHAPES FOR QUICK DELIVERY

Address all enquiries to

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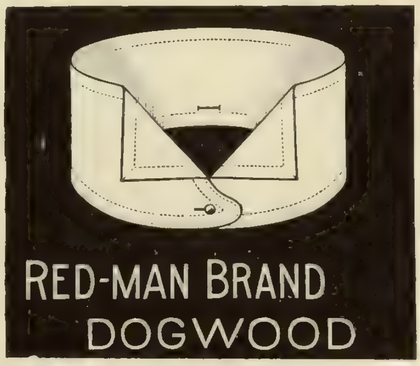


EARL & WILSON

A stylish Tab collar for afternoon wear.

Get the Boy's Trade

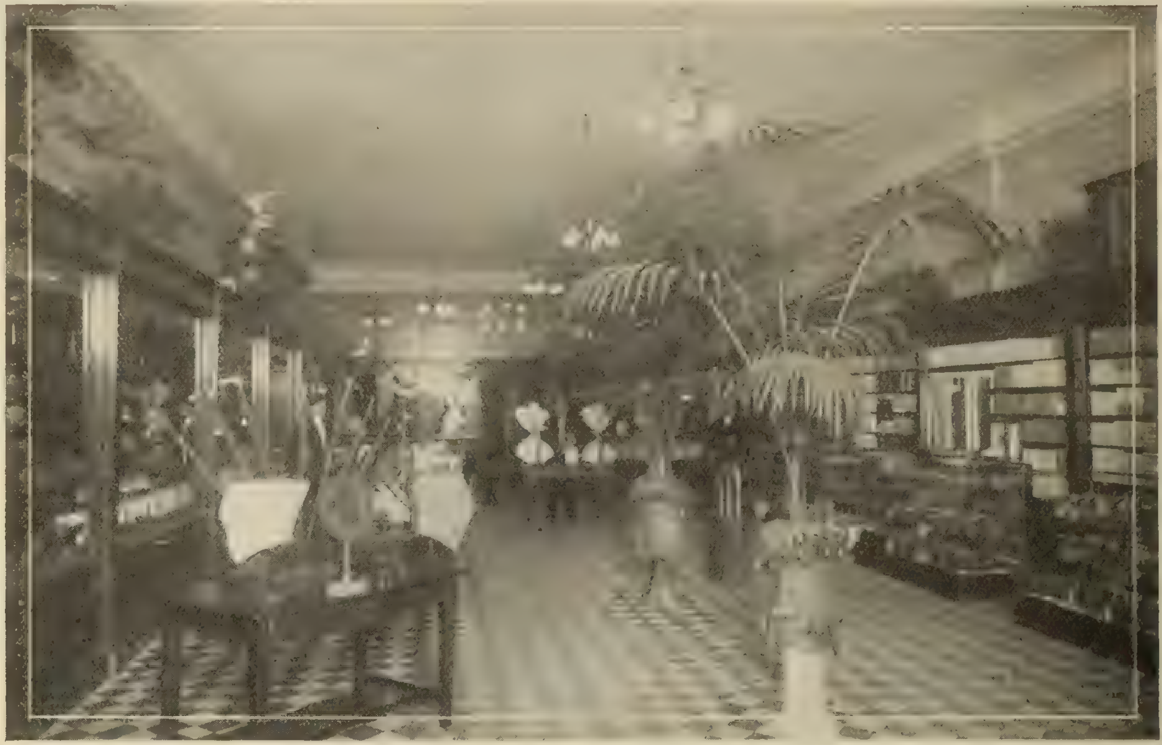
for his knickers and clothing and you will build a foundation for his future business and that of his parents.

"LION" BRAND CLOTHING is the boys' favorite. It appeals to the juvenile and satisfies the parents.

SEE OUR FALL RANGE OF SAMPLES

THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER



Interior view, Blair's Limited, Ottawa, showing display ideas and general decorative ideas, giving very rich effect.

Public Reception Marked New Opening

Nothing was offered for sale on first two days when Blair's Limited, Ottawa, threw wide their doors — Fittings cost $12,000 — Many new ideas incorporated — Effective window arrangement — Cash principle applied

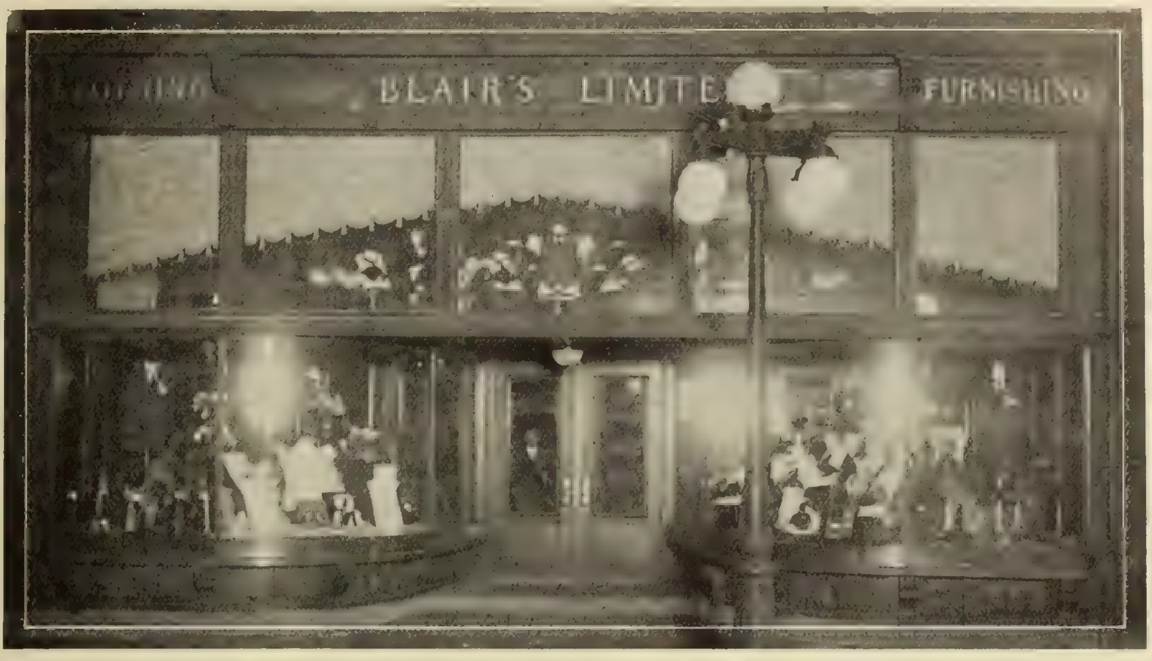
THE new men's wear store of Blair's, Limited, Ottawa, was formally opened March 19. The event took the form of a reception, and nothing was offered for sale on that or the following day. The people were invited to come and view the new establishment, which is undoubtedly one of the most modern furnishing and clothing stores for men on the continent. The building was occupied until quite recently by Henry Birks & Sons, jewelers. They moved into new quarters, and Blair's, Limited, at once secured a lease on the store for a term of years. The interior was then remodelled and equipped with the latest fittings at a cost of $12,000.

From the entrance to the extreme rear the store measures 150 feet in length. It is 33 feet wide. Immediately inside the door are two fancy, curved showcases, one on each side, in which furnishings can be attractively arranged. On the mahogany-lined walls behind these cases are plate glass shelves —a new idea—for displays of articles of wear. Here and there a pretty electric lamp helps to make the appearance doubly effective. The hat cases are on the right hand side. Next to them are two semi-circular show cases for the display of suits and dressed figures. From these to the end of the store are cases for suits.

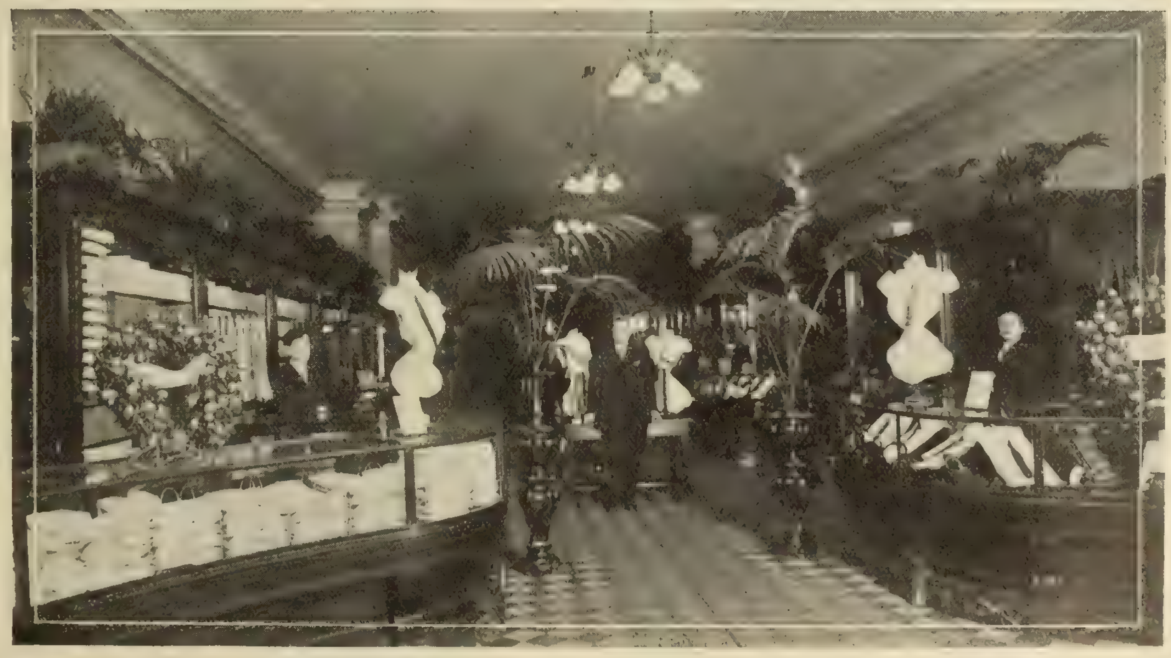
On the left hand side, next to the fancy case described, is the light furnishing department, such as collars, shirts, etc. Several glass cases do duty as counters, and show off the goods to excellent advantage. This department occupies about a third of the length of the left hand side. The office and try-on room take up some space in the left hand corner. In the centre of the store are four suit-cases. They are of glass and mahogany on marble bases. In convenient places are umbrella stands and other new ideas, which can be used to exhibit some articles.

All the fittings are solid mahogany. The cases all rest on marble bases. Rich carving relieves the plain appearance of the woodwork. The cases are lined with rich green plush, and when they are

A Striking Display Front and Handsome Interior



Front view of Blair's, Limited, Ottawa, showing curved windows and double-deck display arrangement.



Interior view of Blair's, Limited, Ottawa, taken from the door looking into the store. Note curved display cases at the front in which goods are neatly arranged. Palms, flowers and foliage decorate the store.

lighted up with bright tungsten lamps, look very handsome. Eleven five-light electroliers hanging from the ceiling provide the light for the main part of the store.

The show windows are of a unique design. There is one on each side of the door measuring 10 feet deep, 12 feet wide and about 6 feet high. Over these is a double decker 33 feet wide, 10 feet deep and 4 feet high, which is used for very effective display purposes. Several small electric lamps are tucked away in convenient corners, and provide a brilliant light at night. The plate glass of the windows is set in solid copper, giving them a distinctive appearance.

There was a profusion of flowers throughout the store on the two opening days, and during the afternoons and evenings an orchestra rendered a programme of popular music. Hundreds accepted the invitation of the proprietor, W. H. Blair, and looked through the store. On the following Thursday, March 21, the first sale was made, and since then the amount of business done has been very gratifying.

Blair's, Ltd., cater to the best and medium-class customers. There appears to be a decided snap about their goods. Everything is sold for cash; no one will be given credit. There are to be no cut price sales held, and all goods will be one price to everybody. The policy of the store is "If goods don't satisfy the purchase money will be returned."

No special line of advertising has yet been decided upon, beyond using large space in the local newspapers. For the benefit of young men particularly, a fashion bulletin will be posted in the windows every week. This bulletin will be secured from New York.

Authorities say that more money is spent in Ottawa on men's furnishings than in any other city in Canada in proportion to its population. This, Mr. Blair considers very encouraging. So far, he is more than pleased with the amount of business he has done.

As an inducement to his nine salesmen, Mr. Blair offers a commission to them after they have sold the amount of goods each day which he thinks an aggressive salesman should sell. He owns a clothing store in Montreal on the corner of Bleury and St. Catherine Streets. Mr. Blair was born in Lindsay, Ont., 40 years ago. His father was a tailor there, and he learned the business with his father, and then opened a store for himself in Montreal eight years ago.

Pointers for Better Business

Another letter from an employe who gives a suggestion to the boss — Advises against unwarranted prices concessions

Editor Men's Wear Review.—No boss should make a price concession to a customer after a salesman has tried to sell him an article at the marked or advertised price, unless for excellent reasons. I am not saying that this has happened very frequently in our store, but I have seen enough of it to know that it is a bad practice. Among those who are favored in this way, it creates the impression that the salesman stands about half way between them and the best price and that a price ticket or an advertisement does not always mean what it says. A little incident will show what I mean. Some time ago we decided to see what we could do with shirts of a better quality and higher price than we were handling. We had been running along with lines at $1 and $1.50, but a manufacturer had induced the boss to try the $2 and $2.50 classes. We got in a very fine range and advertised them. One day an old customer came in and wanted to see some shirts. Said he didn't want to go higher than $1.50. We showed him some of our choicest patterns at that figure, and then tried to introduce our $2 and $2.50 lines. He took a particular fancy to one at the latter price, but said he had never paid more than $2 for a shirt in his life and didn't see where there could be $2.50 value in a shirt. I did what I could to show him the difference, but he spied the boss in another part of the store and, shirt in hand, rushed over to him. After ten minutes' wrangling the boss told me to "let Mr. — have this shirt for $2." I was considerably put out about it, because I felt that if the boss hadn't been there I could have got my price. I also know that this customer advertised the fact that he got a $2.50 shirt for $2 at Blank's, and this required some explaining with two or three other customers. We have built up a good business in better class shirts, however, and on the whole the boss backs up his salesmen pretty well. But when a man goes into the umpiring business, whether it is a case of shirts, socks or baseball, he has to be mighty canny about his decisions. An unwise precedent is a hard master.

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Don't forget that the customers coming into your store for the first time will get impressions. Don't fail to have them good ones.

Don't ever forget that the man you count on as your regular customer is some other fellow's prospect.

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Employer Has Message for Employe

Questions referred to in last number are discussed — Each has two sides — Former employe tells how boss inspired his ambition and gave him lecture which placed him on his feet — Merchant finds staff conferences useful

MERCHANTS who have responded to the invitation of the Men's Wear Review to use the columns of this paper for the purpose of conducting a symposium of suggestions to the employer, have taken up a number of very important questions, some of which are in reply to the letters written by employes in the last number. There are always two sides to a question, and when The Review published the letters, it did not take the ground that either side could claim that final degree of perfection which each would like to see in the other.

The Review's idea in asking for these suggestions from employers as well as employes, was that different viewpoints, and various questions might be described, and the better appreciated by those to whom they were presented. In some cases it has been known that advice thus given in a friendly way has aroused enthusiasm and encouragement, where under other circumstances it might have been resented. Several of the letters follow:

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The Clock and the Unsettled Mind

Editor Men's Wear Review,—It was very, very amusing to me—that letter in your last number about the "boss with an unsettled mind," who came to business late and "unsettled" things generally by his bad temper. So far as the lateness is concerned the case does not refer to me, but I'm afraid we employers sometimes have very good reason for loss of temper because of carelessness of employes on this time question.

We are all more or less human, and we older heads were young once ourselves and inclined to err, but that fact does not outweigh our moral obligation to be punctual. Our business insists upon it, our understood agreement with each other requires it, system certainly demands it, and if only for the appearance of the thing, we should respect the clock quite as much at 8 or 8.30 in the morning as at 5.30 or 6 o'clock at night.

I have had men in my employ who would not get down to work at 8.30. They were 5, 10, 20 and sometimes half an hour late, yet they were willing to put in the time after 5.30. I have told them that I did not want them to do so—that the shop opened at such a time and closed at such a time, and that my business demanded an adherence to that rule.

Some of them pointed out that customers sometimes required them to remain a few minutes later. That may be, but with regard to these late customers I have noticed this, that it were better to have denied admittance to some of them than to have them waited upon by a salesman who was impatient, fidgety and ill-tempered because time was up; that, for every minute expended on customers after hours, a salesman sometimes wastes three to five minutes during the day. Where a faithful employe has to remain after hours for any length of time, I shall always make it right with him in time or otherwise.

Yes, the employer may have an unsettled mind at times, but there would be less of it if some employes had settled ideas in their heads about the first needs of business, and their responsibility to the boss.

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Allows Employees Half a Day

Editor Men's Wear Review,—In your last number you had a letter from an employe stating that his boss was sometimes late in getting down to work. Now, I am always on hand at my shop at 8.30 in the morning, unless something very serious prevents. My men are there, too. Seldom do I have to speak to one of them on that score. About three years ago, I adopted the plan of giving each of my men a half day every week. I figured that they were entitled to it, because of after-time work required of them. They appreciated this consideration, and they are most willing to give me an hour or two of their time whenever I require it. A co-operative spirit between the boss and his men generally secures the best results..

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Employers Who "Butt In"

Editor Men's Wear Review,—A letter in your paper criticizes merchants for urging people unduly to buy goods. I am glad it is an employe who makes this criticism, because it gives me an opportunity to say a word or two on the other side. Do you know that much business is secured during the year by merchants who "butt in." I have seen salesmen waiting on customers in such an indifferent way that it is a wonder these people ever entered the store again. Just the other day I was passing a salesman and customer who was trying on an overcoat. "Well, I think it will do," was the somewhat argumentative sentence that caught my ear. "You think what will do?" I asked as I stopped short. "Mr. Blank thinks there is too much fullness under the arms, and I think it is pretty fair," was the reply. I looked at the coat, found that the salesman was partly right and partly wrong, but told the customer that we would have it altered to suit him. He was already peeved, and I feel sure that my "butting in" held the sale.

I said nothing to the salesman, but had a number of show cards printed with the words, "Pretty fair is not good enough for customers in this store," and placed them in two or three of the departments. I think those cards did some good.

I agree that it is not wise to hound a customer, but with all due discretion, a boss should not forget that it is his privilege to "butt in."

It sometimes saves the day. Do not do it in such a way, however, that the salesman may regard it as an evidence of your lack of confidence in him.

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Finds Conferences Very Helpful

Editor Men's Wear Review,—I like this idea of asking for suggestions from both sides, and I hope it will encourage employes to develop the idea of personal interest in the store where they are employed. I am one of those who believes in a frequent conference with my staff. They all enjoy it, and do not hesitate to give me an hour or two of their time to talk matters over. They know I appreciate their interest in the business, and that when they help me they are helping themselves. Once in a while I hold a staff dinner, and previously prepare a little programme as a basis for after discussion. Such subjects as these are submitted: Can anything be done to improve the selling power of our display windows? What can be done to improve our advertising? Has there been any line suggested by customers recently which you think we should have? What outside comments or criticisms do you hear with reference to our store? Have you noted an unusual demand for any article recently? Suggestions from salesmen to buyers?

Such questions as these always bring out some interesting points, and I will say that they have been very helpful. The merchant who has a staff devoid of suggestions, or who are afraid to approach him with ideas is entitled to the prayers of the men's wear trade.

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Ambition, Address and Clean Linen

Editor Men's Wear Review,—I have just read what one of your correspondents has said about employers smothering the ambition of their men by abusing their knowledge of circumstances, temperament and general disposition. Whoever wrote that letter touched upon a serious truth, no doubt, but sometimes a merchant has not much choice. To discourage a young man, to hold him back, and keep him on poor salary, when a pat on the back or a little backbone strengthening would help him along, is certainly the wrong attitude for a merchant to take.

The letter which you publish, however, recalls my own interesting experience. I learned the men's wear business in the Old Country, but on coming to Canada, a somewhat backward disposition handicapped me. I secured a position in a large department at $10 a week, and thought that a fair start. A year went by and still there was no advancement in salary. I had tried to make myself useful and, on different occasions, my more practical knowledge of fabrics and weaves helped me. Eighteen months went by and still no increase. I went to the manager about it and he said he had been watching me and had decided to let me go, along with one or two others. I went to an exclusive store in the city and secured an interview with the boss, told him all about myself and he finally agreed to give me a chance. I date what little success I have achieved from the first Monday in that shop.

One of my customers was a well dressed, but rough-and-ready "sport." He said he wanted something "nifty" for informal day wear. We were then featuring hunting coats or business frocks as something desirable, and I showed him a sample. I am afraid that I was very much excited, and made a very bad fit of it. When I was looking through the rack, the customer walked over to the cash desk, and I noticed him point his thumb over his shoulder at me and chuckle. "What's the matter, Bill?" I heard the boss ask. "Tell your young man my heart goes out to him, but I can do nothing for him to-day." The boss took him in hand and made a sale.

Then the boss took me in hand. "Young man, I want you to sell me a suit of clothes," said he. "Remember I am a customer; you are an ambitious salesman. Personally, I prefer blue serge, but you should have something in grey tweed that would appeal to me. Now, get busy." "I'm afraid, sir—" I began, and the boss landed. "Young man, don't be afraid of anything. Look your customer straight in the eyes. Ascertain his wants in a polite, dignified way. When that customer approached you, he says you looked as if you expected him to hit you. Ginger up; if you are going to make a success here, you must aspire to something. Keep this in mind, some day you may own this business. I like your appearance. You have a thorough practical knowledge. Conduct yourself like a rational British subject, and remember that ambition, address and a clean collar and shirt are first essentials of good salesmanship."

That lecture put me on my feet. I did everything that I possibly could to please that man. He appreciated it and helped me. That is four years ago. Now I have a nice little men's wear business in this western land, and have given quite a few salesmen that message about ambition, address and a clean collar and shirt.

The Prevention of Fraud in Business

Steps which are being taken to raise the standard of conducting business and the discouragement of fraudulent methods — The Bulk Sales Act — Legislation in the various Provinces.

By Howard R. Wellington.

ONE of the most discouraging features of modern business, more especially in the smaller towns, is the sale of goods at a rate on the dollar, and the dumping of same on the market of the town at ridiculous prices, demoralizing legitimate business for a time at least.

In some cases, when a merchant simply cannot cope with existing conditions, and cannot secure an extension, it may be necessary for him to assign, in which case his stock is sold at a rate on the dollar, and immediately a sale commences at cut-rate prices.

But I refer more particularly to the case, and it is a frequent occurrence of late, when a debtor will sell his stock en bloc to another party at a rate on the dollar or at an agreed figure, and then skip the country with the proceeds of his sale, leaving not so much as a pin for the creditors. This is a kind of fraud perpetrated in all but two or three provinces in the Dominion, there being no legislation in all the other provinces to prevent it.

Whether the debtor skips to the States or not, the man who buys him out is free in most of the provinces in the Dominion, to continue in business without molestation, unless you can prove intentional fraud, and this is well nigh impossible.

THE EXCEPTIONS.

In Manitoba and Saskatchewan, largely through the instrumentality of the Canadian Credit Men's Association, Limited, legislation has been passed to prevent a merchant selling his business en bloc without the written consent of 60 per cent. of his creditors.

THE REMEDY.

Should a purchaser buy such a stock without the necessary consent, the creditors can immediately recover against his stock.

THE RESULT.

As a result of such a measure it is not safe for a retailer to sell without first going to his principal creditors for their consent.

FALSE STATEMENTS.

There is at present no legislation for the punishment of the publishers of false statements about their business. Any jobber or wholesaler will admit that some, yes, a great many, of the signed statements published are false, and yet there is no law to prevent a man from issuing such a statement and obtaining a line of credit from his wholesaler.

Assets, in the nature of real estate, merchandise, etc., may be inflated to show a very fair statement, and, again, liabilities which actually exist may conveniently be omitted. Convictions are very difficult under the present law in regard to fraudulent debtors.

A BILL OF SALE.

When a man sells his business the law demands that a bill of sale (a written document) shall be filed with the clerk of the county court where business is carried on, provided the purchaser does not take immediate possession. In the case of the purchaser taking immediate possession, no such bill of sale is necessary. It is to prevent the purchaser and the debtor entering into a collusive arrangement to defraud the creditor that steps are now being taken to obtain legislation in Ontario similar to that in force in Manitoba and Saskatchewan, known as the "Bulk Sales Act."

In case of collusion there may or may not be any cash handed over by the purchaser to the debtor, the latter in any case giving a receipt for it. The new man takes possession, has paid for his stock, or says he has, and acknowledges no liability to the creditors.

CLAUSES OF PROPOSED BILL.

Every person bargaining for, buying or purchasing any stock in bulk for cash or on credit from a merchant, before closing the purchase and before paying any part of the purchase price or giving any note or security therefor shall demand of and receive from the vendor and the vendor shall furnish a statement in writing verified by the statutory declaration of the vendor or his duly authorized agent containing the name and address of every creditor of the vendor for an amount exceeding $50 and stating the amount of the indebtedness or liability due, owing, payable or accruing, or to become due, by the vendor to such creditor.

If the purchaser fails to obtain such statements or a document purporting to be such statement verified as provided by the next preceding section before completing the sale the sale shall be deemed to be fraudulent and void as against the creditors of the vendor unless the whole of the proceeds of such sale are in fact applied by the vendor to or towards the payment of all his creditors pro rata without giving any preference or priority to one over another, except such as is provided for by law or previous contract.

Season's Vogue in Hats and Caps

Fall lines indicate the strong position of soft hats — Felts, silk finishes, mohairs and velours are again shown — Little change in stiff hat styles — Vogue of the soft hat has induced many smart dressers to double up on their supply — A development for tactful salesmanship to secure best results

MANY of those trade-winning features in men's Spring hats are represented in the new Fall lines, in improved or modified form. Soft hats have undoubtedly been booked for a long run, and in the Fall ranges there are a number of models which will answer this demand. There are cheviot-finish felt knockabouts, the stylish silk finished fedora type, the mohair finish and the velour, and the colors include grey, tan, brown and green mixtures. The increasing strength of soft hats has certainly broadened the trade's operations, and has given greater emphasis to the expression of that individuality in clothes so characteristic of the Canadian demand. This extended range has also placed its exactions upon salesmanship in the hat department since men who have long worn the Derby types, may now be induced, by skilful handling, to consider the soft hat, without relinquishing the Derby. Thus, many a man has doubled up on his supply of hats. The variety of treatments in materials and the wide diversity of shapes has helped the merchant to cater to a larger field of prospects than would be the case where style features were confined to a few numbers such as a few years ago.

There are very few changes in Derby shapes. The tendency is still towards the low crown and wide brim for young men, with measurements around 4½ by 2⅛, while other models to suit the size or age of the customer range from 5 by 2 to 5½ to 2⅛. Not everyone can wear the flat set styles that are now the vogue, and this may be one thing that has helped the increasing favor for the neat, well-balanced soft hat, in which colors may be had to match almost any shade of suit or overcoat. In fact, it may almost be said that the soft hat, as well as the cloth cap, are now finding a place in the wardrobe of every well-dressed man. The cap meets his requirements for driving or outing wear, and here also specialization in manufacture has been followed up by more aggressive display methods, advertising and merchandising on the part of the merchant.

Reports from English hat manufacturing centres such as Denton and Stockport are to the effect that some setback in production was occasioned by the coal strike. Delivery difficulties on importations of English hats are, therefore, anticipated.

The decline of straw plaiting as a British industry is synonymous with a phenomenal growth in the kindred trade of straw hat manufacturing, and whilst fifty or sixty years ago one might have travelled through the rural districts of Hertfordshire and Bedfordshire and found whole families engaged in working up British grown wheat straw into straw plait, to-day one might travel over the whole of the same country yet not find one representative of this old industry engaged in like manner. The straw plait making started about seventy or eighty years ago. Hertfordshire and Bedfordshire were the two counties which chiefly grew wheat stray suitable for making straw plait. Particularly in mid-Hertfordshire the farmers grew the special white straw from Chittim wheat, and at that period so great a value was attached to the straw itself that the corn became quite a secondary consideration, the straw being the thing. The first blow to the plaiting industry came about 25 years ago, when China began exporting large quantities of Chinese-made straw plait into this country, the main feature of the Chinese plait at that time being its comparative cheapness rather than exceptional quality. The final step, however, which ultimately led to the almost absolute abolition of the English straw plait industry was the introduction about 15 years ago of Japanese straw braid. Far-seeing English straw hat manufacturers immediately realized that in the Japanese straw braid they had an article which would produce a hat much lighter in weight than English straw and at the same time much more sightly in appearance, the Japanese straw possessing qualities which climate and other conditions rendered quite impossible in English-grown straw.

KNITTED GOODS

Special Man For Underwear Section

Plan adopted by Dunfield & Co., Toronto, developed department along most profitable lines — Serious stock problems done away with — Weekly report sheets on lines requiring repeats.

WHILE careful stock-keeping is absolutely necessary in every section of the men's wear store and department, the fact applies probably with greater force to underwear than to any other. The problem is how to avoid that accumulation of odd garments and left-overs at the end of the season, which, cleaned out at sacrifice, tend to reduce the margin of profit.

When a men's wear dealer puts his money into underwear, he can assure himself that it will not have the same rapid turnover as neckwear, collars or other lines on which the call is frequent from the same csutomers during the season. A man who buys one or two suits of underwear early in the season may not again be seen there until the succeeding season: if he does return, it is probably for one garment to match another in a suit previously bought. Hence, underwear requires careful handling in order to get best results.

The plan adopted by Dunfield & Co., Toronto, three years ago, is one that converted the underwear section from a doubtful into a profitable proposition. Previous to the change, any member of the salesforce was permitted to sell underwear, and the stock was subject only to the general supervision. At the end of each season, it was found that little attempt had been made to avoid the accumulation of odd garments, to keep slow sellers moving, or to plan for a clean sheet through the season. It was evident that no one member of the general salesforce had concentrated on knittd goods sufficiently to be able to safeguard against these problems as effectively as desired.

SPECIAL UNDERWEAR MAN.

Conditions, therefore, suggested a special underwear man, one who knew knitted goods thoroughly, who would be responsible for the showing of the stock sheet, who, in time, would become an authority on best sellers, develop along the lines of specialization, and make the department a success. Such a man was employed and the desired results have been obtained. When the manager of this section is in the store, no other member of the staff is supposed to serve there; or if a rush occurs, the manager has all necessary stock information at his finger ends; has his odd garments well arranged and is so well posted in the selling record of his different lines that he knows exactly where to bring suggestion or introduction into play to advantage. At the end of a season, the stock is in excellent condition, and the head of the business has the assurance that records represent a certain profit with few comebacks.

REQUIRES CAREFUL HANDLING.

"Our underwear stock," said Gordon Dunfield, "is turned over three times a year, and our neckwear six times, and to the men's wear dealer this very fact will suggest the importance of careful handling in the former. It should not be a case of making one department pay for the deficit in another. Every section of the store should be a success: if not, there is something wrong. Probably the great difficulty with the average merchant is that he fails to see the importance of development along better lines. There are so many different makes in underwear, with prices so widely advertised, that it is not an easy matter to get beyond certain standards. One thing that helps,, however, is that, as a rule, the customer's practical knowledge of underwear is limited. A good salesman can introduce stuff that is better, get the customer interested and eventually make a sale. That is the kind of opening which means a permanent patron.

MARATHON HALF-HOSE

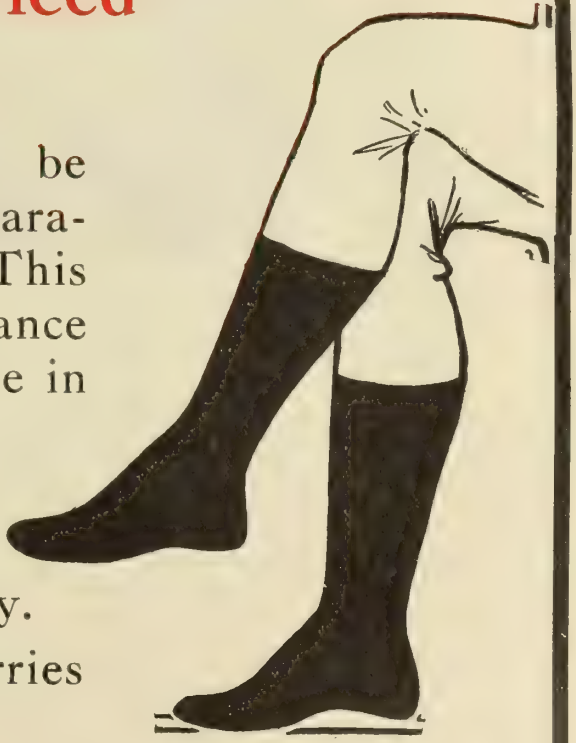
They are fine gauge cotton sox that can be sold at the price the average man likes to pay, and they give the satisfaction that brings him back for the rest of his hosiery and furnishing wants.

You Can Recommend Them As You Would Your Highest Priced Lines

"Marathon" Half-Hose to be genuine must bear the "Marathon" name on the foot. This is a guarantee of fit, appearance and wear. They are made in all sizes and colors.

Stock "Marathon" and give your customers the utmost value for their money.

Your wholesale house carries them.

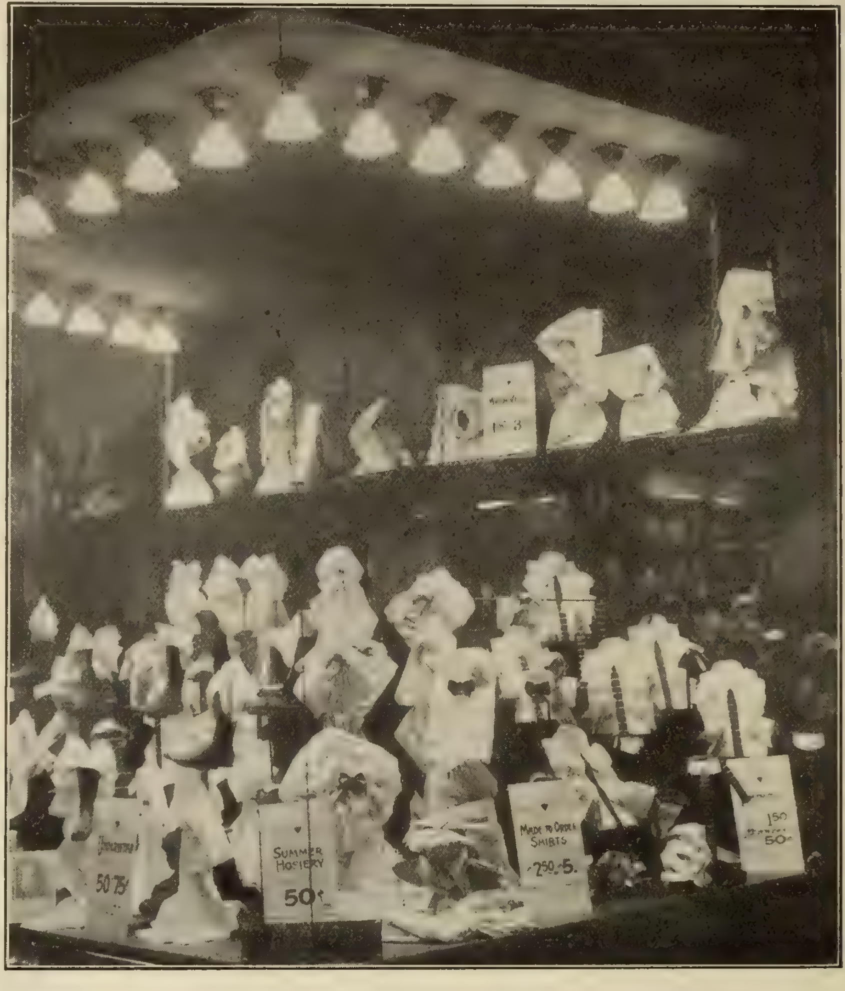


The Chipman Holton Knitting Co. LIMITED
Largest Hosiery Manufacturers in Canada
Hamilton - Welland.

E.H.WALSH & CO.
SOLE SELLING AGENTS

TORONTO, MONTREAL
AND WINNIPEG.

The display window must give expression to the store's optimism, must convey or suggest a definite message.



An effective array of shirts, neckwear and hosiery by J. K. Dallimore, for Hickey's, Toronto. Note ledge trim in rear.

MANAGER MUST KNOW.

"A good many men have their underwear bought for them by their mothers, and when they come to make a selection themselves they are somewhat at sea. That is where the special knit goods man is useful. He is in a position to advise. Under such circumstances, no salesman need fear the competing store, and with due regard to the appearance and evident taste of the customer, should introduce the line in which he has greatest confidence not only as regards future business from that source, but reasonable profit to the department. A salesman may almost always take it for granted that with properly selected stock at his command, an inquiry in underwear should be a sale, because, as a general rule, such an enquiry is the result of an immediate requirement.

WEEKLY REPORTS.

"The manager of our knit goods department sends in to the office every week, a report showing the condition of the stock, and on advise as to the best lines to repeat on. In a few minutes he can at any time, return a report upon any line. He knows exactly what lines are strong sellers and which are slow movers, and the introducing qualities of each. In short, he knows the knit goods business from beginning to end and such a man in the department can do a lot to establish the confidence of customers.

"During the past few seasons combination underwear have been steadily increasing in favor. As it stands to-day in underwear, over $3 a suit, our sales are three of combinations to two of the two-piece suits, while in cheaper lines this proportion is reversed. The close-crotch garment has helped considerably. Of course, with the growing favor of combinations, some of the serious problems in the department are becoming reduced to a minimum. The demand for one-piece Summer garments coming chiefly from the better class trade is largely responsible for the call for the same style for Winter wear, and the men's furnisher should see to it that his best business in these garments should be from those quarters that pay him best.

"My advice to the merchant is to develop his underwear department along high-class lines. Your profit will depend upon the extent to which you specialize in that direction."

LOOK FOR
THE "RADIUM"
LABEL ON
THE FOOT.
IT IS AN
ASSURANCE.

Radium Hosiery

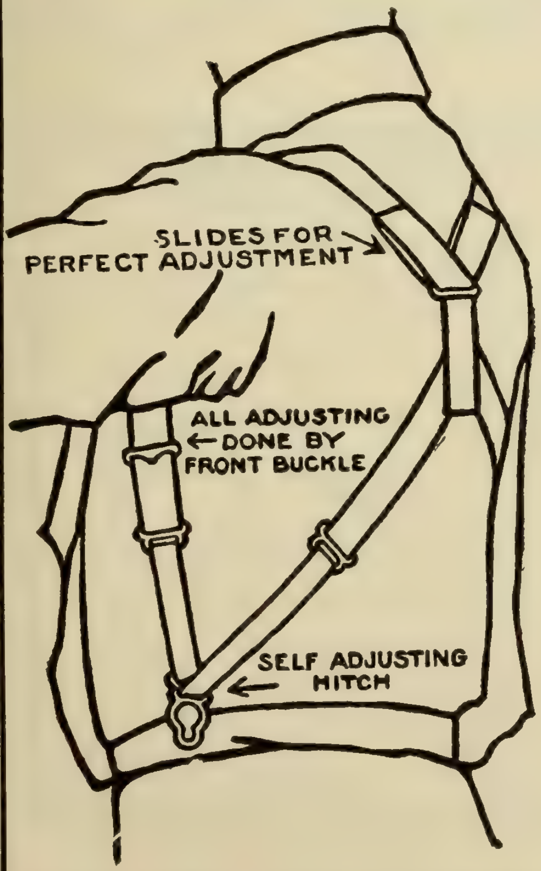
---the most valuable Hosiery for your Men's Department.

Like the precious mineral this hosiery is named after, the "Radium" Hosiery does things others cannot do. "Radium" has built hosiery departments where others failed and brought increased business that others lost.

Your men's department is incomplete without this "big value" line.

Write to-day for samples.

Perrin Freres & Cie.
28 VICTORIA SQUARE, - MONTREAL



The warm weather will soon be here and your customers will be asking for

CHESTER NEGLIGEE SUSPENDERS

WE ARE THE ORIGINATORS

in Canada of the Negligee Suspender and the "CHESTER" is the Standard of the Dominion.

Get the genuine—the "CHESTER"—that made Negligee Suspenders popular.

THE CHESTER NEGLIGEE

is the only one that can be conveniently adjusted when in use.

It has a self-adjusting hitch at sides, which insures perfect fit, freedom of movement and comfort.

ARE YOU PREPARED TO SUPPLY THEIR WANTS?

Write for sample and prices.

HALLS LIMITED
BROCKVILLE, - - ONTARIO

Complete stocks carried at our Winnipeg Warehouse,
148 Princess Street.

Business is sensitive: it only goes where it is invited and stays only where it is well treated.

GOOD ADVERTISING

Maintaining distinctive position for men's wear in the advt. of the general store — Giving the advt. an identity under all circumstances — Exclusive space may frequently be used with advantage — An advt. and suggested improvements — Bright page by Begg & Shannon, Hamilton.

A PROBLEM which often confronts the advertisers of men's wear in a store where it forms one important department among many is how best to maintain distinctive representation for it in the store's advertising. At certain seasons such as the present, men's wear should certainly either occupy a well-defined section of the advertisement or an exclusive space entirely apart from the other.

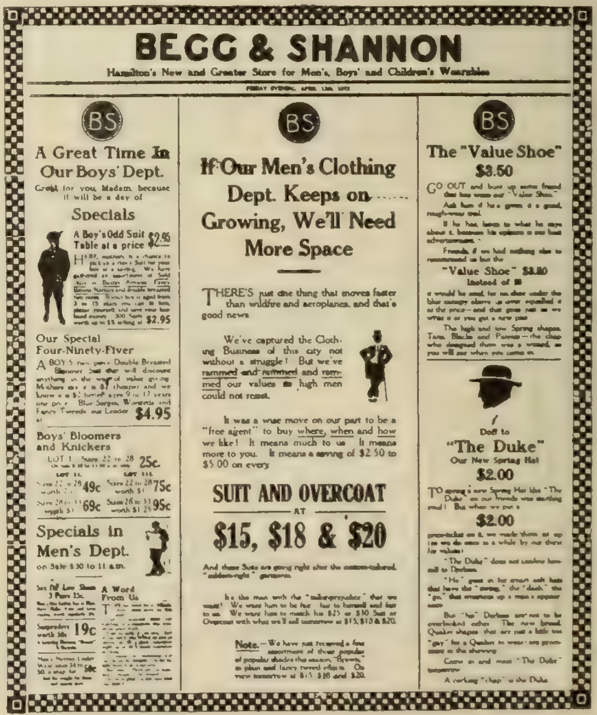
The advertising of the large city stores illustrates the importance of the men's wear department in that they have frequently featured it exclusively in the regular advertising space. Specialties are often made the subject of strong, well illustrated exclusive announcements, while leaders are, as a rule, to be found in the general store advertisement. These facts would certainly emphasize the assertion, therefore, that the merchant must establish a definite identity for his men's wear. Experience proves the importance of specialization, and the closer this idea is adhered to, not only for men's wear, but in other departments as well, the more certainly will his advertising become effective.

A SUGGESTIVE LAYOUT.

As an illustration, The Review presents what may be regarded as an extreme case, but which is none the less interesting and instructive. H. A. Sanderson, of Waterford, has an agreement with his printer whereby he has exclusive use of a space at the bottom of the front page in the local paper. The printer is reluctant to re-arrange his page giving the advertiser an up-and-down space, and the problem was how best to re-arrange the advertisement so as to make it look more attractive. The Review's idea is shown on the opposite page, where the advertisement and the suggestion are illustrated. There is little attempt at distinctive departmentizing in the advertisement, and the ornamental border is not in accordance with best ideas, and for a practical business-bringing advertisement. In the suggestion the departments are well identified, the special features are emphasized, and The Review submits that it is a much better arrangement, although Mr. Sanderson states that his advertisements always brought good business. This is explained probably by the fact that he has a good idea of news values. What is required is more effective display to give his advertisement still greater drawing power and make his exclusive space still more so.

A BEGG & SHANNON ADVERTISEMENT.

Another advertisement illustrated is a full-page layout by Begg & Shannon, Hamilton. Here the



BEGG & SHANNON

Hamilton's New and Greater Store for Men's, Boys' and Children's Wearables

BS

A Great Time In Our Boys' Dept.

Specials

A Boy's Odd Suit Table at a price $2.95

Our Special Four-Ninety-Fiver

Fancy Tweeds our Leader $4.95

Boys' Bloomers and Knickers

LOT 1 Sizes 22 to 28 25c.

Specials in Men's Dept.

Suspenders worth 50c 19c

A Word From Us

BS

If Our Men's Clothing Dept. Keeps on Growing, We'll Need More Space

THERE'S just one thing that moves faster than wildfire and aeroplanes, and that's good news.

We've captured the Clothing Business of this city not without a struggle! But we've rammed and rammed and rammed our values so high men could not resist.

It was a wise move on our part to be a "free agent" to buy where, when and how we like! It means much to us. It means more to you. It means a saving of $2.50 to $5.00 on every

SUIT AND OVERCOAT

AT

$15, $18 & $20

BS

The "Value Shoe" $3.50

"Value Shoe" $3.50 Instead of $5

Doff to "The Duke" Our New Spring Hat $2.00

$2.00

A newsy full-page advt. by Begg & Shannon, Hamilton.

"KING EDWARD" SUSPENDERS

Retail 50c. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.

BERLIN :: ONTARIO

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps. Latest shapes The "Inver" and "Lothian."

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester

Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies in rubber and yarn-proof. See our Hand Spun Coats for Spring—The "Thoroughbred."

Now showing Fall Samples

Spring Goods in Stock

—this nobby box makes quick sales!

Contains one half dozen of the most honestly made, best advertised invisible summer suspenders on the market—"King Coatless" to be sure!

Each pair in green and white envelope with instructions how to wear printed on back. Saves time of parceling and explaining. Packed in this smart, green, hinge-top box. Catchy counter display. Sell themselves.

Make sure of the best. Genuine have name

"King Coatless"

stamped on buckles. That's your guarantee of satisfied customers.

$3.80 THE DOZEN NET

for either 2, 3, or 4 point

Non-perishable elastic; patent goose-neck button loops that can't slip off; slide-easy adjustable back; rustless buckles; white only; all sizes. Advertised in leading newspapers and magazines. Order by mail from our travellers or your jobbers. Made and guaranteed by the makers of the famous "Eze" Suspenders.

The King Suspender Co.

Toronto, Ont.

Playing Up the News Features in Departments

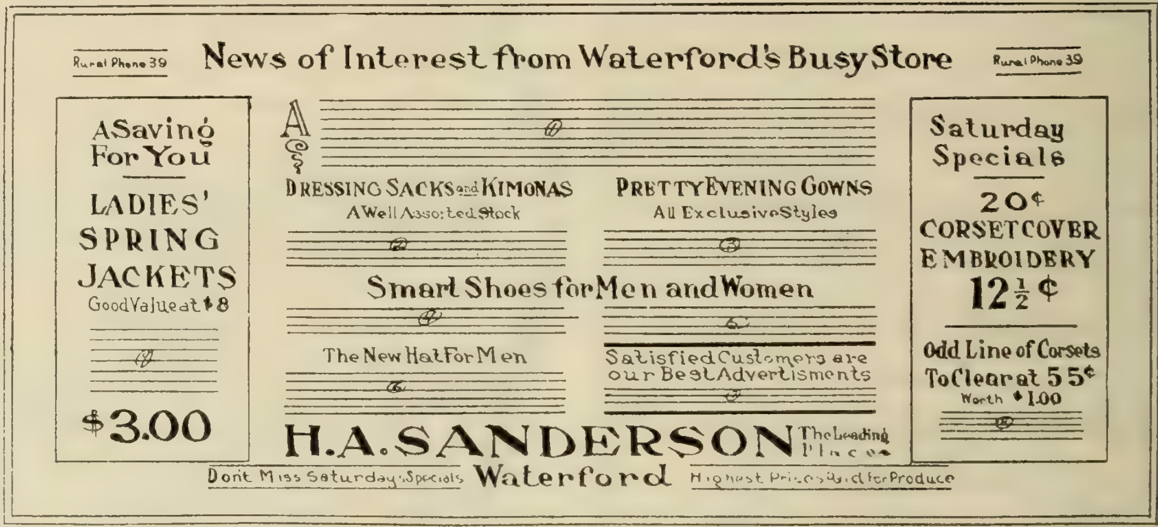
News of Interest from Waterford's Busy Store

During last week we made an especially good buy of Ladies Spring Jackets These in the regular way are good value at $8.00 and we are going to give you the benefit of our bargain and sell them at $3 00. Call and see them early as we have only a limited number At different times we have been asked for Ladies' Dressing Sacks and Kemona's and to meet this demand we are putting in a well assorted stock of the same. Some of the better ones are very handsome. Ask to see them. To those wanting an elaborate dress for evening wear or for dress occasions we have very exclusive styles Our town is small and in order that your dress should not be duplicated we have bought only one of each line. We will be pleased to show a handsome creation of Marquisette with trimmings, Voiles, Summer Silks, etc. These goods are particularly smart. Spring clothes demand fine shoes and we are ready to meet the demand with a full stock in both Men's and Women's wear We have the popular shades in tan, in both high and low shoes, buttoned or laced Also a complete line of Patent Leathers All we ask is a chance to show you our goods and quote our prices. In Men's furnishings we have the new spring styles of stiff hats Come in and try one of the low Crown's on and see how you look We have a shape to suit every face Also a full range of Fedora's and Knockabouts in all the leading shades

SATURDAY SPECIALS---Corset Cover Embroidery, Reg. 20 for 12 1-2c
Odd Line of Corsets, Reg 1 00 for 55c

Satisfied customers are our best advertisement. Highest prices paid for Produce Rural Phone 39

The Leading ....Place. **H. A. SANDERSON** Waterford



Rural Phone 39 News of Interest from Waterford's Busy Store Rural Phone 39

A Saving For You

LADIES' SPRING JACKETS

Good Value at $8

$3.00

A

DRESSING SACKS and KIMONAS
A Well Assorted Stock

PRETTY EVENING GOWNS
All Exclusive Styles

Smart Shoes for Men and Women

The New Hat For Men

Satisfied Customers are our Best Advertisments

Saturday Specials

20¢ CORSET COVER EMBROIDERY 12½¢

Odd Line of Corsets To Clear at 55¢
Worth $1.00

H. A. SANDERSON The Leading Place

Don't Miss Saturday's Specials Waterford Highest Prices Paid for Produce

IN advertising a men's wear or other department, the problem is to obtain a distinctive representation in the general layout. In this case the merchant used a space 7 x 16 in. at the bottom of the front page in the local paper. The printer is reluctant about giving him an upright oblong position. The question is how best to re-arrange the space in order to secure attractive appearance. The Review's suggestion is outlined in the sketch. The ornamental border is done away with. The news is picked out from the massive paragraph and departmentized. The specials are given greater emphasis. The whole story is told practically in the headlines. It is merely a case of playing up the news features. This plan carefully followed will make the "Busy Store's" space on the front page more attractive. The men's wear and other departments will have better representation.

Are You In Right With the Men?

Hundreds of men in your town wear washable garments of some kind—Professional men use: Wash Coats, Gowns, Caps, Operating Accessories; Grocers use: Coats, Aprons and Dusters; Barbers use: Coats and Vests; Butchers use: Coats, Frocks and Aprons; Cooks, Porters and Waiters use: Coats.

Are you getting this trade? Satisfy men in these goods and you'll get the rest of their business.

We also make Boy Scout Suits, Bloomers, Indian and Cowboy Suits, Khaki and White Duck Trousers.

Get our prices. Above lines for immediate shipment. Prompt Service.

Our new catalogue, ready May 1st, sent on request.

Defiance Manufacturing Co.
Limited
College and Bathurst Streets : : TORONTO

Turn Your Sticking Yard Goods Into Natty, Saleable Clothing

EVER wonder what you could do with those stickers that are eating up shelf space and deteriorating in value every day?

Why not get in touch with us and have these goods made up into men's clothing in all the latest 1912 styles.

They will sell this way. Get particulars from us to-day and learn the way to turn your old stock into dollars.

Evans Tailoring Co.
132 King St. W., - TORONTO
Ring Us Up, - - Main 5290

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED
73 King St. East, - - Toronto

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

border idea hardly detracts from the general effect. It is of a type that is in keeping with the white-spaced arrangement of the advertisement. Critics might say that there is here a certain amount of waste space, but it is evident that the layout was well designed to give still greater weight to the articles featured. The language is bright, snappy and readable. Here is an extract:

"A WORD FROM US—Take our word for it, friends, there's some news on this page!

"And it required some tall hustling to accumulate this wondrous price stock.

"Visit us early if you can. And if you can't, you'll find us just as cheery at 10 o'clock to-morrow night as at 10 o'clock to-morrow morning.

"Of course, the cheeriness will only be on the outside. On the inside there'll be weariness.

"But come! There are too many dandy things to be missed.

"Better be glad you did than mad you didn't."

It might be well for the advertiser of men's wear lines to consider the advantages to be derived from publicity on or near the sporting pages of his local paper at present, when baseball, lacrosse and other sports are opening up. These pages are read by men both young and old, and an attractive advertisement in this location should bring results.

◆

Extracts From Live Ads.

(Concluded from page 102)

Of interest to men is our suit, known as Woodward's shape-keeping suit. Cut by artists, every seam, every detail is the standard of elegance and shade-keeping qualities—Woodward, Vancouver.

Men's Spring Underwear—It's getting time to discard your Winter underwear and getting into our Summer weights—Woodward, Vancouver.

Suits for sturdy boys—They are built to held the active boy: made to withstand the stretching, straining and scraping that he will give them.—Woodward, Vancouver.

The styles are correct: the wide concave shoulders, the long wide panels, the double elbows, seats and knees, the double-stitched seams and pockets, the padded shoulders.—Woodward, Vancouver.

Boys' Spring top coats. These are dressy coats and just the right weight and style to take the place of the heavier winter coats.—Spencer, Vancouver.

New two-piece suits for the boys.—Made from high-grade English worsted with a brown check, are double-breasted, have three buttons and long, double roll. The trimmings and workmanship are the best: full hip bloomer pants with hip and watch pockets, belt loops and strap buttons.—Simpson, Toronto.

Men's suits, $20 buys at Spencer's.—We don't say that there are no good clothes outside of Spencer's, but we do say that for any given sum, from $10 to $25, you can buy a better suit here than elsewhere. The big buying and economy of selling gives us and gives every big organization of a similar kind an advantage. This is evolution, the evolution of business expressed in prices.—Spencer, Vancouver.

You owe it to yourself to see these suits when you are ready to choose your next one.—Spencer, Vancouver.

Men's new Spring suits.—We are daily putting into stock men's clothing from the best manufacturers on this continent and from some of the best in England.—Simpson, Toronto.

To sum up.—We'll fit you: present an excellent choice of weaves and colorings that will wear well and guarantee satisfaction in every particular.—Eaton, Toronto.

With Easter but a few weeks away and all nature pulsating and throbbing with new life in anticipation of the magnificent and luxurious garb of Spring, it is but natural that man should now consider his Spring attire.—Eaton, Toronto.

Men's Spring Shirts.—The excellent qualities of our men's English cambric and fine Scotch zephyr shirts in the newest Spring styles will especially appeal to men on account of their roominess and perfect fit. These shirts are handsome in design and made in our own factory from fast color cloths.—Morgan & Co., Montreal.

Always leading because our aim was, is and shall be to raise our haberdashery above the ordinary and to offer at all times the most original and exclusive goods we ourselves can buy. Goods with style and tone all their own.—Marks, Montreal.

A fifteen-dollar day in our men's clothing department. Whatever Spring clothing you men care to purchase on Saturady, we are ready for you. We have made a sort of $15 day in Spring overcoats and stylish suits.—Goodwin's, Montreal.

HELPFUL TO THIS MERCHANT.

From F. J. Black, Tweed—"The Review has contained a great many helpful suggestions for us in the past year."

Nisbet & Auld, Limited

The Most Likely Place To Find What You Need

This is a common expression amongst merchants, and we try to prove ourselves worthy of the recommendation by making big preparations for

The Sorting-up Season

We are continually replenishing our stock with the newest and most fashionable fabrics and colors for both Men and Women's Wear to ensure the least possible delay in filling orders.

Give Us First Chance

DEPARTMENTS

Men's Fine Woollens **Tailors' Trimmings**
Ladies' Costume Cloths and Serges
Household Linens **Silk and Satin Linings**

MONTREAL
207 St. James St.

Toronto

QUEBEC
5 Bloc Parent

SHIRTS, COLLARS AND CUFFS

Development along high-class lines — Many fancy weaves featured — Large buyer places his faith in colored grounds with neat stripes — Few fancy color combinations — The convertible cuff question — Some manufacturers concentrating on this point — Soft collars, shirts and ties to match

FALL shirts and shirtings as described in the last number of Men's Wear Review are now going to the trade. As already pointed out, an exceptional demand is undoubtedly developing on higher grade lines, and many of the smartest men's wear houses are working up an excellent trade in this department. The statement is made by the buyer for one of these houses that he was banking largely on colored grounds with very fine stripes for his better demand. These have been featured very strongly in some of the lines shown. Reports from New York have it that "fancy color arrangements are few, but there are some very pretty combinations of three-color clusters and colors joined with shade effects. The latter union makes a striking effect as a single color stripe on a wide contrasting shade, and this in company with white jacquard stripes alternating is among the choice things of the high-class order. A novelty of the strictly fancy order is a semi-dress front showing a multitude of small pleats with all-over neat printings, and another and higher grade has *woven* narrow pleating for the front of an all-white garment—"not to be starched"—that makes a compromise between the soft shirt and the laundered article. "Four buttons and narrow cuffs" is the song of the laundered fronts."

At the present time there is a very wide range of fancy cloths in the market, and not a few stores are supplementing their ready-to-wear shirt section by a made-to-order department, with the idea of capturing a demand that can probably only be reached in this way.

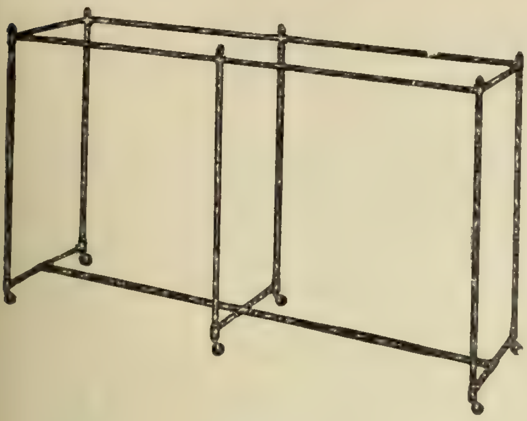
Shirt manufacturers are giving unusual attention to the production of convertible suffs. Some of those already on the market may be arranged without removing, while in others the idea is a short step from the detachable cuff. One manufacturer offers with every shirt an extra pair of attachable sew-on cuffs, made so they can be substituted for the original ones the moment they begin to fray at the edges. Cuffs easily become soiled or damaged, and the convertible article by which it is possible to turn in or reverse the cuff so as to substitute the clean for the soiled is answering a certain demand. Of course, it is desirable that the extra pair of cuffs match the shade of the shirt, and, hence, in almost every case colors are guaranteed absolutely fast. The development of the idea may be regarded by some as a determined attmpt to revive the detachable cuff.

Soft collars and shirts with ties to match are again meeting with a heavy demand, and manufacturers predict an extraordinary season. Mercerised cloths, and silks and silk effects, pongees, soiesettes and fine flannels are all strongly featured in this department.

◆

A men's wear dealer can very often introduce local news items into his advertisements, as a regular feature, and thus direct attention to his space when it has permanent location. A merchant who made it a point to have his advertisement on or near the sporting page printed a small panel each day showing the result of the preceding day's ball game, and announced special events of holidays in the same way. When conventions or other large gatherings are held in their city, one clothing firm make it a point always to print, with their newspaper advertisement, a 3x4 map of their section of the city, showing the location of their store. One of their recent ads. in connection with such a map read as follows: "When visiting Blankville, don't fail to include a visit to this store as part of your trip. You will be interested in the display of new Fall and Winter clothing, also the offering of exclusive things."

TAYLOR-MADE RACK SYSTEM



Polished Steel Racks

6 feet long, 4 posts,	- -	$ 9.00
6 " " 6 "	- -	$10.50
8 " " 6 "	- -	$11.50
10 " " 6 "	- -	$12.50

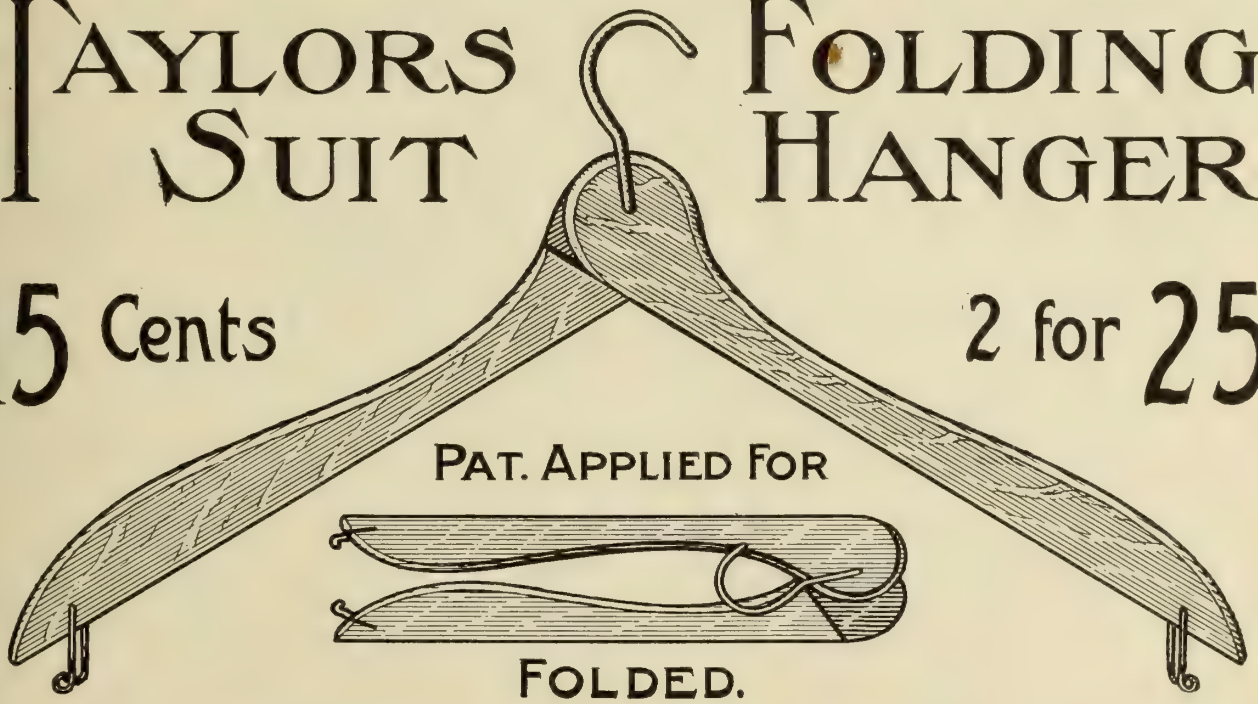
Copper Oxidized Finish $2.50 Extra.

No Paint to rub off on Suits.

Suit Racks, 5 feet high—Overcoat Racks, 6 feet high—Extra for Side Rods to Double Deck Overcoat Rack. For Children's Suits 6 to 8 feet, $1.25; 10 feet, $1.50 each.

TAYLORS SUIT FOLDING HANGER

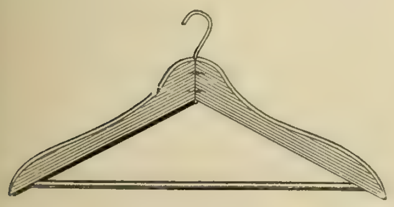
15 Cents 2 for 25



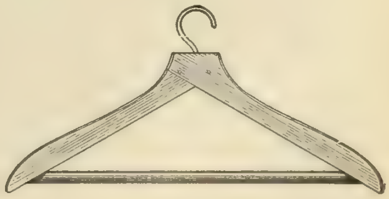
PAT. APPLIED FOR

FOLDED.

No. 83, Folding Suit Hanger, $15.00 per gross, printed. One gross of these hangers given to your customer will do your business good. Send your order with copy for printing.



All Orders Promptly Filled



No. 321, Combination Suit Hanger, Inserted Trouser Bar, **$5.00 per 100**

No. 331B, Combination Suit Hanger, **$7.50 per 100**
Same for Boys' Suits, 15 inches wide, **$7.50 per 100**

THE TAYLOR MANUFACTURING CO.

82 Queen St. North - HAMILTON, ONTARIO - - Phone 3550

Common Mistake in Figuring Profits

One merchant thought he was making a good profit in addition to his salary, but actually lost $1,125—Found inventory and bank balance smaller and debts larger—Mistake of figuring profit on the cost price

THE REVIEW has received from a manufacturer an article describing the erroneous methods of a retailer in figuring profits. This merchant thought, until recently, that he was going to make a good profit for the year in addition to his salary, but he discovered that he had actually lost $1,125. He had made the common mistake of figuring his profits, not on the selling price, but on the cost price.

"I started the year," he said, "with $1,100 in the bank, and a stock inventory of $3,450. Doing a cash business, I had no outstanding accounts, and my accounts payable amounted to only $550; assets, $4,550; liabilities, $550.

"My business for the year aggregated $40,600. My stock inventory at the end of the year is $3,250. My bank balance is $600. Accounts payable against me, aggregate $975. I have drawn nothing from the business, except my salary of $100 a month. Assets, $3,850; liabilities, $975.

"I found that my cost of doing business was 22 per cent., including my salary. I figured that I should make a profit of 10 per cent., and marked all my goods for that profit.

"I made my purchases carefully so that my stock did not pile up. I handled only such goods as I was able to move and could make the 10 per cent. profit on.

"But I find my inventory *smaller*, my bank balance *smaller*, and my debts *bigger* at the end of the year.

HAD EXPECTED A PROFIT.

"I expected a profit above expenses of $2,500. I thought I had that profit, but my year-end statement show that I have *lost* $1,125.

"Can you tell me the answer to this puzzle?"

His mistake was this: He took his cost of doing business and his profit from the *cost* price. He should have taken both from the *selling* price.

He has less money in the bank. He owes more. He has less stock. He has not made 10 per cent.—that is plain. Instead, he has lost the amount of the decrease in stock and cash and the amount of the increase in debts.

Why? The service department of the manufacturer to whom he wrote, figured out the problem for him. He thought he was adding 10 per cent. for profit, but in reality he did not add anything for profit.

Suppose an article cost him $2.25. Suppose his cost of doing business was 22 per cent., and it was desired to fix a price that would allow 10 per cent. profit. He added 32 per cent. to the cost price of $2.25, and *thought he was adding* 10 *per cent. for profit!*

THE WRONG METHOD.

He had estimated his cost of doing business, of course, as 22 per cent. on his *gross* business, or on the selling price of the article. Instead of allowing 22 per cent. on the *selling* price for cost of doing business, he added 49.5 cents to the cost price. Instead of allowing 10 per cent. on the selling price for profit, he added 22.5 cents to the cost price. It really cost him almost 73 cents to sell the article, one cent more than both the amounts he added.

Here is the difference: The article was sold for $2.97, or probably $3, when it had to be sold at $3.31 to get 10 per cent. profit. He needed a gross business of over $50,000 on the same wholesale cost to make his 10 per cent. profit.

Prove the figures: 22 per cent. on $3.31 is nearly 73 cents. 10 per cent. on $3.31 is a little over 33 cents. Adding 73 and 33 gives $1.06. Adding this to $2.25 gives us $3.31.

The whole problem hinges here: *Figure your percentages on the selling price.*

VERY NEAR, BUT NOT QUITE.

Another merchant, when asked his method of figuring profits, gave a different solution to the question, getting very near the correct method. He deducted 22 from 100, leaving 78. This 78 be construed as being 78 per cent. of the selling price, less his profit.

If $1.00 is 78 per cent. of the selling price, the latter, of course, would be $1.28, which he labeled as the selling price to cover the cost of doing business.

Then he deducted 10 from 100, leaving 90, and labeled $1.28 as 90 per cent. of the selling price to cover profit; $1.28, of course, is 90 per cent. of $1.42, which he gave as the answer.

He made the mistake of taking his percentage for the cost of doing business out of one sum and his profit out of another. He should have taken both percentages at the same time.

He went on to prove his figures, and undoubtedly did prove them, so far as his way of figuring is concerned. But proving that a wrong answer is correct by using a wrong method is like trying to prove that a horse is a horse by pointing out a pig.

But he has the wrong job, for he was figuring himself out of 5 cents on every dollar's worth of goods he bought. He isn't doing it now.

Still another retailer figured his $1.00 wholesale cost to give him a selling price of $1.43. He went about it in the right way, but figured wrong. First, he subtracted 32 (both percentages) from 100, giving 68; then he multiplied $1.00 by 100 and divided by 68, giving him "$1.43."

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The Vogue in London

Jackets, chiefly of the single-breasted character, will mostly button three, with medium roll, long centre vent at back, and slightly cut away foreparts. The length will, if anything, be slightly more than prevailed last year. The collar lapel is a trifle wider, giving a nice, bold effect.

Double-breasted coats are gradually coming into vogue again. They button either two or three, have fairly heavy lapels, and are shaped a trifle at the waist.

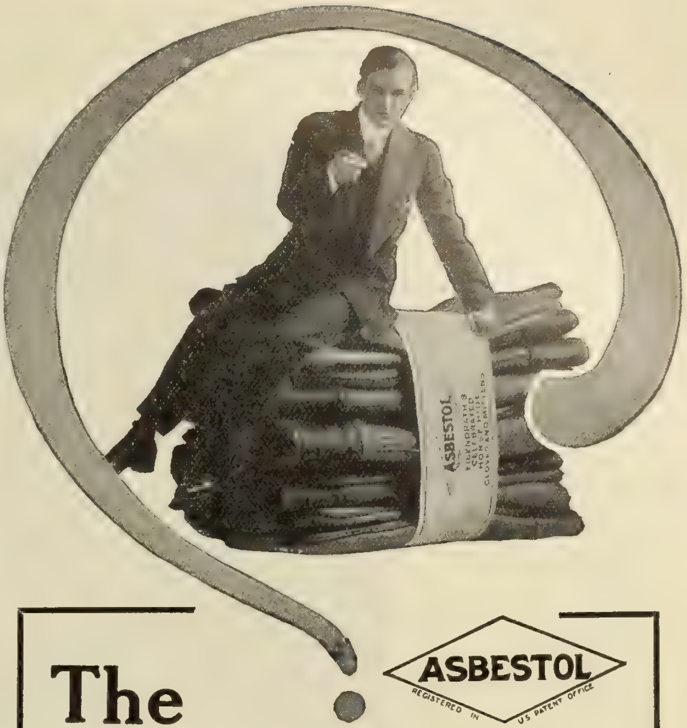
The neck opening of the vest continues low, "in order to give the tie trade a chance," as one wholesaler put it. The 1912 vest (single-breasted, of course—double-breasted vests are right out of fashion) buttons either four or five, with long "York" (cut away) points.

For the bulk of the trade—i.e., the million trade, whether city or country—soft, double cuffs will again hold the market, and in spite of all statements to the contrary, there appears to be no falling off whatever in the demand for this favorite style. There has been an attempt to popularize a shirt without the front pleat, but a restricted sale only has been accorded to it. Stiff cuffs occupy a little better position in certain well-defined circles. But the white starched shirt remains almost a dead letter, save for evening dress wear, where it is well holding its own against the encroachments of the soft pleated shirt.

A very smart shirt, quite new, is done in a special crash, having a linen weft and a cotton warp, an advantage being gained by the mixture as regards wear, washing, and comfort.

HALF-HOSE.

We are "in" for a season of quiet half-hose, using the word in a comparative sense. There is some talk of checks, black and white and in colors, coming back, but there is no indication of it in makers' spring stocks. A few lines in checks are shown for the gay dresser, who will be different from other people, but they are not worth stocking by the bulk of the trade. Stripes and clocks remain, therefore, to be dealt with, and, as is said above, they are on quiet lines in art shades.



The ? Question Is A Simple One

ASBESTOL
REGISTERED IN US PATENT OFFICE
EISENDRATH'S CELEBRATED HORSE HIDE

What think you of the idea of putting insurance on the hands of your customers, and at the same time insure better business and more profit in your glove department.

Surest Thing We Know

"Asbestol," Eisendrath's Celebrated Horsehide Gloves and Mittens will turn the trick. At least thousands of the very best dealers in the land tell us so.

The "Asbestol" line is a sure guarantee of real quality. For leathers and workmanship they're above criticism. Then, too, they are insured against the "elements." They resist the effect of heat, steam and water.

Of course, you're going to "look into." Ask ***any*** jobber.

Eisendrath Glove Co.
CHICAGO

The "ASBESTOL" trade mark is registered in Canada

An Easter display by Marks & Price, Toronto. The background of this window is only about three feet high as a sufficient set-off to the goods. This is considered an advantage in a small space such as this. Attractive displays make sales, and when selections are made in this way, the article is removed from the window for the customer if he so desires.

Will Parcel Post Help Small Merchant?

Question discussed in lengthy speech in Parliament — The measure proposed for Canada — Said to contain no advantage to large mail-order houses — Would still have to use express and freight — Increase maximum weight of mail package — How it works out in other countries

THAT the Dominion Government intends to take up the question of parcels post with the object of working out some form of legislation whereby the mails will be used more extensively in exchanging commodities between producer and consumer, is evident from the investigations made, and the mass of information that has already been collected in the matter. In a recent speech on "National Means of Communication," J. E. Armstrong, M.P., East Lambton, discussed the question at considerable length, bringing out many facts which will be of interest to the retailer. His speech is in part as follows:—

"Comparing our progress in this regard with that made by such countries as England, France, Germany and other lands makes us appear away behind the times. The Canadian in Europe can send home to any part in Canada a parcel weighing two and a half times more than the Canadian limit, and for about one-third less in cost than the home rates. In other words, the world's parcel union package unit is eleven pounds to the parcel, carried at the rate of twelve cents per pound, whereas the Canadian unit is five pounds pounds to the package and carried at a cost of sixteen cents per pound. The citizens of Canada are entitled to utilize the advantages of their post-office system, the same as the men engaged in other lines of business.

The question is frequently asked: What is parcel post? It is merely the extending of the weight of the package now carried in Canada to a considerable extent in order to meet with the public demands. In Germany many farmers deliver special products by post, such as chicken, butter, eggs and like products. Germany makes money out of parcel post. Canada does the unprofitable end of the parcel carrying business, and watches the express companies do the profitable end.

Last year over 225,000,000 parcels were carried by the post office department in Germany of an average weight of eight pounds. If we had to build our post offices out of the revenue of the Post Office Department as they do in England, and many other countries, we would devise some way to do at least part of the express business of the country.

The proposition I have to offer would only advise what might be called The Limited Parcels Post, confined exclusively to rural districts and delivered on rural mail routes only. Such parcels must have the origin on or at the start of a rural mail route. Why should express companies be given a monopoly on the profitable parcel carrying trade while the postal department contents itself with the least profitable? Why should the government give foreign four-pound parcels a rate of 60 cents, while we must pay 80 cents regardless of distance? Why is a package carried at any rate up to eleven pounds in our mails, if mailed in a foreign country, when we can but mail five pounds and even then pay 33 1-3 per cent. more? The express companies pay one and two hundred per cent. profit, while we are doing the unprofitable end. It is claimed that the great mail order or catalogue houses are behind the parcel post in order that they may flood the country with their goods to the injury of the small retailers.

The parcels post system in England has not tended to create catalogue houses, nor has it in Germany or other countries tended to prosper great departmental stores. It has done three things and done them effectively. It has eliminated costly and extravagant express monopoly, and has greatly accommodated the general public consumer, retailer and wholesaler. Absence of a parcel post enables the railway companies through companies called express companies, to eliminate and prevent all regulation in one branch of our transportation, and in the meantime the government has not extended to us the low rates, and the liberal conditions of such a service between our own towns and amongst themselves.

It turns over to foreign countries the facilities of our expensive postal department and furnishes the service to foreign citizens at the low rates which are denied us. Great Britain has a most serviceable parcels post. Also Australia and New Zealand have had for years a thoroughly modern colonial, intercolonial and foreign parcels post, these advantages have been enjoyed by the people of the colony even to the most remote districts through which the mail service penetrates. In all of the many publications from Australia and New Zealand, or by the officials of these colonies I have not been able to find a sentence to the effect that the local merchants of these colonies have been in the least injured by their business by catalogue houses. In fact as the catalogue houses are unknown in those countries, they have a modern parcels post, it would appear that instead of the modern parcels favoring catalogue houses the very opposite is the case. American dealers have found that they can ship light weight packages of shoes to Mexico much cheaper by parcels post than by freight.

For an ordinary package weighing fifteen pounds in Germany the charge for sixty-two miles is sixteen and two-thirds cents. Germany has been handling parcels post for many years. In France they have a splendid system of parcels post; plants and shrubs, live creatures, boxes of cigars, oysters, cotton, oil paper, and an endless number of things are carried. Great Britain gives the railways fifty-five per cent. of the gross receipts from such parcels as are railway borne. This, of course, excluding the great number received and delivered in the same city. The railways are paid over five million dollars per annum from this source. The balance goes to the Post Office Department.

Great Britain and Ireland handled last year 113,230,000 parcels. This being double the number of fifteen years ago and about two and one-half for each of the total population. The average postage was a trifle under ten cents. Parcel rates within the United Kingdom are three-tenths or six cents for not over one pound. Eight cents for not over two pounds. Ten cents for not over 3 pounds and so on up to 21 cents for eleven pounds. The regulations in Canada as to parcels are apparently designed to prevent their carriage by post.

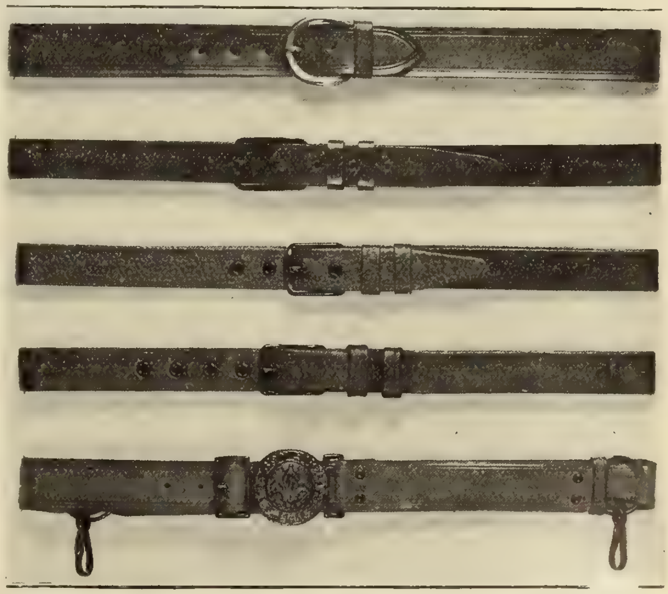
Here parcels cost 11 cents per pound and the limit of weight is five pounds, although absurdly enough to contrast between some two dozen countries and our own. The rate is only twelve cents per pound and the limit is eleven pounds. The five pound package in Canada at the high charge of sixteen cents per pound makes a charge of eighty cents for a package that would be carried in England for twelve cents and our own package would go to England for 60 cents. Further the many limitations as to the kind of things accepted makes it no wonder that the average weight of packages here is only one-third of a pound.

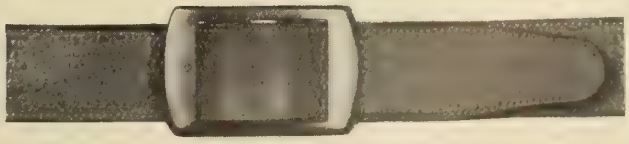
That a rural parcel post would be of material advantage to the retail merchant in competition with mail order houses is seen at once when it is pointed out that the latter, at the proposed general parcel post rate of 12 cents a pound would be obliged to pay $1.32 for sending an 11 pound package to a rural route patron, a difference in favor of the local storekeeper of about 10 cents a pound, or $1.07 on an 11 pound package.

The parcel post rates in England are as follows:

1 lb.	3d.
2 lb.	4d.
3 lb.	5d.
4 "	
5 "	6d.
6 "	
7 "	7d.
8 "	8d.
9 "	9d.
10 "	10d.
11 "	11d.

Those who claim that an increase in the weight limit would work an injury to country merchants appear to have the impression that mail order business houses now deliver their goods extensively through the postal service, and that this practice would largely increase if the recommendations which have been made become law. Upon a moment's reflection it would be perceived that the present rate of 16 cents a pound ($16 per hundredweight) as well as the proposed rate of 12 cents a pound ($12 per





The lowest of this group of belts is our "Boy Scout." It retails at 50 cents. Special close prices on gross lots and over.

Send for sample dozen to retail at 50c. to $1.00.

WESTERN LEATHER GOODS CO., LTD.
1191 Bathurst Street, - - TORONTO

A boys' wear window by P. Curson, for Thornton & Douglas, Guelph. Critics might consider this display a trifle stocky, although a boys' window will admit of this in greater degree than any other. The window here is small, diagonal trims are necessary and invariably bring business. Where emphasis is desired for any one line, however, a more exclusive treatment is necessary. In this window the units are well grouped and posed.

hundredweight), are alike prohibitive on practically all lines of merchandise. Mail order houses make their shipments usually by freight or express and would continue to do so.

With the adoption of new conveniences of life by urban residents and the ever-increasing attractions of the city, especially potent in their influence upon the younger generation, the importance of affording farmers and ruralities generally every legitimate advantage becomes more and more apparent. The free rural delivry has improved materially and intellectually the life of great numbers of people. Is it too much to ask that the department shall make a further use of this important system, a use which, while adding appreciably to the postal revenue, will directly and vitally benefit every man, woman and child within reach of a rural route.

The country man would have the necessities of life delivered at his gate at an average of 2 cents a pound, thereby facilitating and increasing consumption. Rural patrons will telephone to town for half the things they want—for hardware, groceries, and dry goods—and in turn will send to town butter, eggs, cheese and vegetables. A great saving of time to many branches of industry will be possible under the general extension.

I approach the matter purely as a parcels post extension that should give postal patrons a quicker and cheaper service. In England the produce of agriculturists goes forward to London and other big English cities in tremendous volume. Fresh fish despatched from seaport towns to the large hotels, are delivered with celerity; meats, cheese, fruits, vegetables and freshly laid eggs in mail packages under the 11-pound limit form a very considerable factor in the commerce of the Kingdom.

In Germany, where the rates are even cheaper, lads away from school send their soiled linen home by mail to be washed, and it is returned to them in the same conveyance The Swiss service is cited much as one of the most efficient and satisfactory in Europe. The mountain villages and resorts of that industrious little country receive a large portion of their supplies by post, as a maximum weight of 110 pounds is carried within a radius of 62 miles.

Belgium's parcel post has even a higher weight limit than Switzerland, for it accepts articles of 62 kilograms, or about 132 pounds, in one package, and puts no limit upon the size, except that unwieldy packages are subject to an extra charge of 50 per cent. Germany and Austria maintain the 50-kilogram limit. The first named country enforces the 50 per cent. extra charge for unwieldy articles. It also has what is called the "zone system." The French parcels post law requires presentation at the railway station. Some other European countries, like Great Britain, require it to be delivered at the post office. A table of the parcels post charges of several countries follows. It shows the maximum weight carried. The minimum charge collected, and also the charge for an 11-pound package, the limit of many of the parcels post countries.

I have given a great deal of time and pains to the gathering of this material, and hope it will be of some benefit to the people of Canada. The rates of parcel post in a number of European and other countries are as follows:—

	Maximum Weight of Parcels.	Minimum Charge for a Parcel.	Charge for 11 lbs.
Australia	11	.12	.72
Austria	110	.06	.12
Belgium	132	.10	.16
Chili	11	.10	.17
Cuba	11	.10	.46
France	22	.12	.16
Germany	110	.06	.13
Great Britain	11	.06	.22
Italy	11	.03	.20
Switzerland	110	.06	.08
The Netherlands	11	.06	.10
United States	4	.01	1.32
Canada	..	...	...

The international business has grown to enormous proportions. The figures collected at Berne for 1904, in connection with the postal union, show that the parcels mailed across the frontiers of 36 nations and colonies that year numbered something like 38,000,000. The parcels received by post by the United States during the fiscal year of 1906 from abroad were recorded as 131,064, of an average weight of 2.73 pounds. Sufficient figures have been given to indicate what a great factor parcels post has become in the trade of the world. The value of the merchandise thus transported can only be roughly estimated, but it will probably exceed $500,000,000 annually. This business is transacted across frontiers, causing little or no friction with customs officers. Boxes with declared values are subject to legislation of the country of origin or destination, as regards payment of stamp duties on articles exported, and as regards the control of stamp and customs duties on articles imported. The stamp duties and charges for examination by customs officers involved in the importation are collected from the addresses when the articles are delivered.

To illustrate the inconsistency in connection with our present parcels post system, an individual entering any post-office in our country with two parcels weighing five pounds each will be obliged to pay 80 cents on the one to Montreal, for example, but for the one destined for a foreign country, although it usually passes through Montreal, the charge is 60 cents. Should the weight be five pounds six ounces a package addressed to the resident in Montreal will be denied admission to the mails by the postmaster, while the package intended for a resident in a foreign land will be accepted and forwarded, probably via Montreal, at the rate of 12 cents per pound. Parcels for foreign countries will be received in most instances up to eleven pounds.

A rural parcels post would do more to overcome our present way of centralizing our population than any other one thing. It would serve to stimulate trade between the farmer and the country merchant, and be a blessing to the consumer. The legislation I would propose for rural parcels post may be summarized as follows:—

The Postmaster General, under such regulations as he may prescribe, may authorize postmasters and carriers on such rural lines as he shall select to accept for delivery by carrier on the route, or on any other route starting at the post office, branch post office or station, which is the distributing point for that route, or for delivery through any post office branch, branch post office or station on any of the said routes, at such rates of book rate as he shall determine, packages not exceeding eleven pounds in weight, containing no mail matter of the first class, and no matter that is declared by law.

There is much misconception on the subject of parcels post. In China a parcels post system is carried on with all the European countries. Postal rates on parcels post sent from the United Kingdom to Germany are considerably higher than rates for parcels sent from Germany to the United Kingdom. The Russian Consul in the tenth consular district of Warsaw, reports that British manufacturers are handicapped owing to the difference in parcels post rates between the United Kingdom and Russia and Germany and Russia. Those rates are as follows:—

From United Kingdom to Poland	5.0
3 lb. parcel	2.0
7 lb. parcel	2.6
11 lb. parcel	3.0
From Germany to Poland	3.D.
3 lb. parcel	1.5
7 lb. parcel	1.5
11 lb. parcel	1.5

Germany is able to increase her trade.

The Swiss Government now owns the majority of the railway mileage of the country, regulates and controls the traffic rates on all the railways, manufactures all equipment except rails, for all the railways, and owns and operates the telegraph and telephone systems, for which it manufactures all the equipment, thereby securing a uniformity of instruments and apparatus. There is a free delivery mail, including rural districts, a parcel post by which anything from a spool of thread to a locomotive may be forwarded; and a post office banking system designated as post check.

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A wonderful transformation in the native costume is reported from the republican districts of China. The disappearance of the queue has brought with it the adoption of caps and bowler hats, states a consular report. At Canton and Hong Kong the number of Chinese who cut off their queues is increasing to an extent which astonishes the foreign residents. The round skull cap, with its red, blue or white button, is no longer worn by these "emancipated" natives. The cropped heads now adorn themselves with caps, and both at Hong Kong and Canton the stocks of these articles are already exhausted. Caps are being sold at very low prices. No particular style is yet in favor, but green, grey and blue colors are chiefly worn. The leisure classes are also adopting the bowler hat. The most curious part of this transformation in dress is that the rest of the national costume is still retained. The prices of European suits and leather boots are beyond the purses of most of the natives, and so, although these innovations are expected to arrive gradually, the people at present compose an odd picture—partly Chinese and partly European.

NO IDLE MOMENTS.

The Entertainment Committee of the C. W. T. A. is preparing to make the convention in August an occasion of more profit and pleasure for the boys who attend. They are now planning for your welfare when in Toronto. There will not be an idle minute the whole time.

Twenty-Six Valuable Prizes

First Annual Contest—August 1912

Canadian Window Trimmers' Association

Awards to be made at the Toronto Convention

Handsomely Engraved Silver Loving Cup. Five Gold and Silver Medals.
Air Brush. Special Manufacturers' Awards.

Terms of Contest

All members of the Canadian Window Trimmers' Association are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.

Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.

Photographs must be of this year's work, and must not have been submitted in any other contest or published elsewhere.

All photographs to be forwarded to the secretary at time goods are displayed to be filed for Grand Prize. Pictures will be returned to contestants after the Convention, if requested, except classes 10 and 12.

Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.

All windows, unit trims or show cards to be available for publication in Dry Goods Review.

Contest Closes August 1st, 1912.

Importance of Awards. - Points Considered

All Decorators and Cardwriters, aiming at proficiency or better results will submit photographs in different classes because each award stands for individual success and distinction. The honour to be gained is valuable. To receive a prize in any of these classes it is assured trimmers they must submit their best work and efforts to gain such distinction. Each award is a lasting testimonial, designates a premier position and is considered as such by competent judges and fellow trimmers.

Prizes will be beautifully designed and engraved with trimmer's name, date, class or proficiency it represents. Every trimmer has an equal chance in competing with trimmers working under similar conditions, windows, appropriations and merchandising schemes. Compete for Grand Prizes and Special Prizes and send along photographs.

In judging windows submitted, the judges appointed by the Prize and Reception Committee will be disinterested. Each display is to be considered as to its merits under the conditions implied in each class. Three trimmers of recognized authority will be appointed judges and will award prizes for attractiveness, originality, selling merit and general effect gained for merchandise shown, relative to the different competitions.

Classification of Prizes:

Annual Grand Prize—Silver Loving Cup, presented by Dry Goods Review

Class 1—Silver loving cup, suitably engraved, for the best collection of good or original window and unit trim photographs submitted by contestants during the year. Cup to become property of the winning decorator each year.

Original Windows

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

Merchandising Windows

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

Holiday or Opening Windows

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

Men's Wear Windows

Class 5—Open to men's wear trimmers of Canada.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

Cardwriters' Grand Prize—Air Brush, donated by Paasche Air Brush Co., Chicago

Class 6—Fountain Air Brush, Model F., for best collection of show cards and practical tickets submitted by contestant showing work used in actual merchandising.

Floral Decorations

Class 7—Open to all trimmers.

1st Prize—$10.00 in cash.
2nd Prize—$5.00 in cash.

Awarded by **Botanical Decorating Co., Chicago.** For best window or interior decoration trimmed with artificial flowers.

Unit Trims

Class 9—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Clatworthy & Son, Ltd., Toronto.** For best unit trims or displays on metal fixtures (dry goods or men's furnishings) and combined arrangement of same.

Background Suggestions

Class 11—Open to all trimmers.

1st Prize—Brass candlesticks.

Awarded by **Toronto Brass Mfg. Co., Toronto.** For best practical background suggestion or period setting.

Best arranged Men's Wear Store or Clothing Department.

Class 13—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton**, for best Men's Clothing Section or Exclusive Men's Wear Store equipped with Taylor-Made Rack System.

Original Drape or New Form

Class 8—Open to all trimmers.

Prize—Gold-headed cane.

Awarded by **Dale & Pearsall, Toronto.** For best original drape on any of their fixtures or forms, or for new model stand and drape suitable for commercial purposes.

Best Dressed Show-cases

Class 10—Open to all trimmers.

1st Prize—Gold Medal.
2nd Prize—Silver Medal.

Awarded by **Jones Bros. Co., Ltd., Toronto.** For best dressed showcase, any line of merchandise in cases manufactured by this firm.

Best Show Case Display

Class 12—Open to all trimmers.

1st Prize—$10.00.
2nd Prize—$5.00.

Awarded by **Joseph R. Wilson, Toronto.** For best counter or case displays fitted with (Essex) S. X. display racks. Any suitable line of merchandise.

Best arranged Ready-to-Wear Showroom.

Class 14—Open to all trimmers.

1st Prize—$10.00
2nd Prize—$5.00

Awarded by **Taylor Manufacturing Co., Hamilton**, for best Women's Ready-to-Wear Department equipped with Taylor-Made Rack System.

Scenic Background Prizes, awarded by Calkins Studio, Chicago

Class 15—Open to all trimmers.

1st Prize—$25.00.
2nd Prize—$15.00.

For the most effective window trim or store interior decorations submitted, using scenic effects, no stipulation being made as to whom scenic effects are made by.

Canadian Window Trimmers' Association

143 University Ave. - - - Toronto

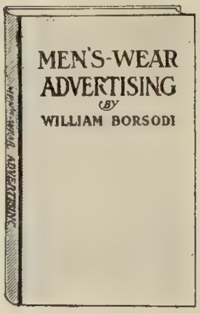
ADDRESS ALL COMMUNICATIONS TO THE SECRETARY

Helps Tailor Develop Business

The Evans Tailoring Company, 134 King St. West, Toronto, have been specializing with great success in the execution of special orders for merchants who are handicapped by reason of scarcity of help and equipment in carrying on their tailoring business. The Evans Tailoring Co. place at the disposal of these merchants, a factory with complete equipment and skilled operatives. The merchant takes the customer's measure, has him select from swatches or from stock, the material preferred, and then sends in the information and the cloth to the company, who cut, trim and finish. The order is executed in a workmanlike manner and delivery made on a specified date. Where cloth selections are made from swatches the merchant may direct his woolen house to send the piece required, to the company's workrooms. So satisfactorily has this system worked out, that an extensive business has been developed, many orders coming from the far West. In cases where a try-on is required, and where time is not an important factor, the suit or garment in half-finished shape is sent forward to the merchant to be fitted. The number of returns, however, where there has been no try-ons, is practically negligible. A tailor who does not wish to carry stock, but who sees where he can develop a profitable business, will find it to his advantage to avail himself of the assistance which this system affords.

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



Pages 8x11 inches
Bound in Boards

The best advertising writers in the United States and Canada—the men who have made money through these ads.—have contributed all of the trade-winning advertisements which they have used in the past 19 years.

Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR $2.00

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE, TORONTO

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AGENCY WANTED.
YOUNG MAN OF EXPERIENCE IN THE line, would like to represent good wholesale gentlemen's furnishing house in Western Canada; excellent references. Correspond with R. F. S., 144 Rideau St., Brandon, Man. (1)

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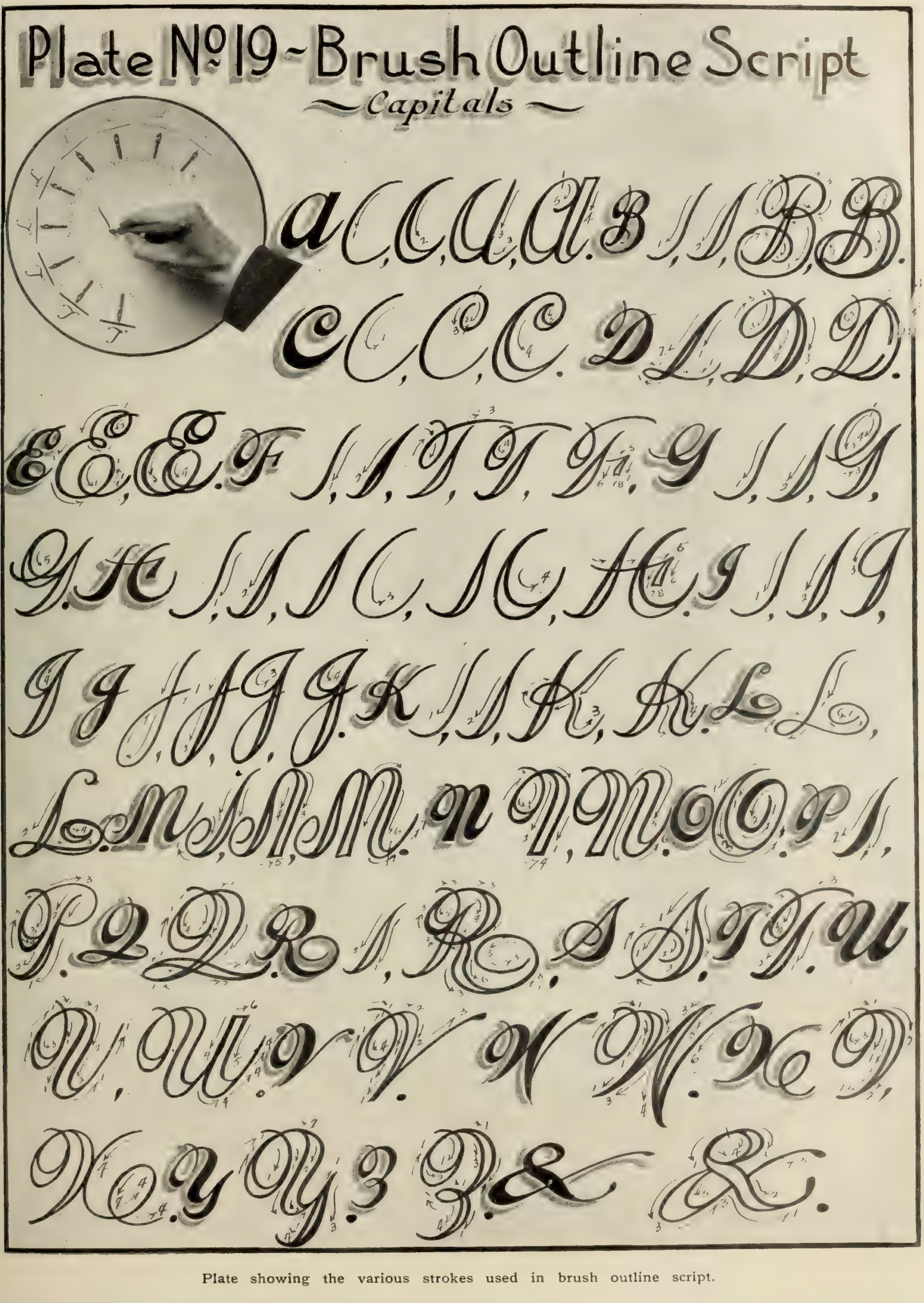


Plate Nº 19 ~ Brush Outline Script
~ Capitals ~

Plate showing the various strokes used in brush outline script.

Tooke

COLLARS SELL

The TOOKE Styles illustrated below have proved exceptional sellers even among the quick-moving TOOKE lines.

Tooke

SOFT COLLARS

Tooke

VICEROY
CLOSE FITTING
MADE WITH OUR
LOCK
BUTTONHOLE
2 for 25¢

TOOKE Soft Collars are better than ever this year—and certainly more popular. Note that the button links are set well up, making a neater, dressier collar. The demand is so heavy that we have difficulty in keeping up with orders. Do not delay yours.

The new TOOKE Lock Buttonhole in the "Viceroy" is the most successful collar feature we have ever introduced. The exceptionally close front, and the ease of fastening, are much appreciated. In the same style as the "Viceroy" above (2" high) we make the "Rob Roy" (1¾" high) and the "Connaught" (2¼" high).

TOOKE BROS. LIMITED, MONTREAL

Manufacturers of Shirts, Collars and Neckwear
Importers of Men's Furnishings

WINNIPEG WAREHOUSE : : : : 91 ALBERT STREET

VOL. 2 No. 5

MEN'S WEAR REVIEW

MAY, 1912

Features of this Number

Men, methods and clothes.
Display window as witty commentary.
How they're introducing combinations.
Display must be full of suggestion.
When a wife helps her husband buy a suit.—
Salesmanship Competition.
Good advertising and its essentials.
Men's wear store & window illumination.
Edwards short cut system in card writing.
Review of the men's wear markets.
Desirable novelties illustrated.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED
3RD WEDNESDAY OF EACH MONTH

PUBLICATION OFFICE 143-149 UNIVERSITY AVE., TORONTO

Art Clothes Agency for Fall

IF ART CLOTHES are not represented in your town---if your name is not one of the sixty-three already on our waiting list for fall samples---Send us a postal and we will tell you about our proposition, and explain our advertising plans for fall.

"ART clothes" and advertising will get and keep the cream of the good clothes trade in your town.

Send a postal now

The Art Tailoring Co.
Limited

TORONTO

When a Man's Wife Helps Him Buy a Suit

LOOKING backward over their experiences, salesmen will say that one of the hardest problems in selling clothing is to satisfy the man and wife when they both come to select something for him.

Each may have an entirely different taste to deal with. She likes to see him in a certain color and he abominates it. He prefers another color or pattern and she abhors it. The woman may become peeved and wish to look elsewhere. The man appears half-willing to remain where he is.

The salesman has his work cut out for him. Consummate tact and patience are required.

The Review wants salesmen to tell in their own words how they have handled cases of this kind with success.

For articles available for publication, dealing in a helpful, practical way with the subject, the Review will pay from $1.00 to $5 00 each.

All articles must be received not later than June 10th, address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

Grey derbies, trimmed with black bands, are now being shown in Paris and quite a number of soft grey hats, also with black bands are seen. Narrow brim styles are still the vogue on the boulevards.

* * *

A report from London states that spats of a color to match the vest are being worn by young men. Their vogue was probably inspired by the popularity of permanent trouser "turn-ups."'

* * *

English clothing houses have recently introduced an idea which does away with buttons, belts and braces in trousers. The trousers have an opening at the side, which is closed by means of dome fasteners, so arranged that the top can be loosened or tightened as desired.

* * *

Black silk vests of dull silk stuffs are now considered smart for ceremonious dress. As the richest and most distinguished of colors, it is now stated that black is pushing its way into favor as a rival of white in the waistcoat for evening wear.

* * *

Overcoats with the Raglan shoulder are gradually returning to favor in Canada. Many of these garments are made with large patch side pockets, raised seams and turned back cuffs. The report comes from London that Raglans are very much the vogue, usually in tweeds and light homespuns, for knockabout or country wear.

* * *

Especially designed for motorists and airmen is a soft flannel shirt which fastens at the side, at the front of the arm and downward and upon the top of the shoulder. It has a false box pleat running down the centre and also a row of dummy buttons in buttonholes.

* * *

An idea adopted by a Toronto merchant consists of the introduction of real money to emphasize a message in his display windows. For instance, on a small platform in the centre of the window, but below the level of the eye, he has a card with the words "This is where——— talks." Instead of the word money he has placed two or three dollar bills and some silver and in other places throughout the windows instead of quoting actual prices on cards, he has introduced the exact amount in cash. It is a scheme which has aroused curiosity.

* * *

Reports now come from New York that the braid-rimmed frock coat as introduced in London has made its appearance there. The waistline of this coat is set high, with consequent full sweep of skirt, shoulders close-fitting, hips arched and lapels rolling soft-

MY SPECIALS FOR MEN

English Shirts		$1.00
" Cape Gloves		1.00
" Umbrellas		1.00
" Caps		1.00
" Collars	10 for	1.00
" Ties	2 for	1.00
American Ties	2 for	1.00

ALSO DEPARTMENT FOR

English Waterproof Coats
Motor Gloves
Evening Dress Gloves
Shirts, Ties, Etc.

This is a panel which Frank Colwell, Vancouver, B.C., uses in his letter heads. It will be noted that he specializes very largely in English lines. Such a panel on a letter addressed to a regular or prospective customer should serve a good purpose. It immediately establishes the distinctive identity of the store and gives information with reference to an attractive feature.

A Victim of the Titanic Disaster

ALEXANDER O. HOLVERSON
Special salesman for Cluett, Peabody & Co.

ly; waistcoat braid-trimmed and with collar; coat usually fastens with one button. It is made of the same materials as the braided cutaway.

* * *

Truly Warner, the New York hatter, who has originated several unique and highly effective advertising schemes, has introduced one which fits in exceptionally well with the opening of the baseball season. This takes the form of window cards, resembling baseball score boards, only instead of names of players and scores there is well-turned comment on the store's specialties or its activities. For instance, one card is headed, "To-day's Games." The twelve spaces for player's names is filled in with the merchant's name. At and directly opposite each is the name of a city in which there is a Truly Warner store. In the total columns is a succession of $2 price marks and in the summary spaces are the words, "Worn by Mr. Gooddresser Everywhere."

* * *

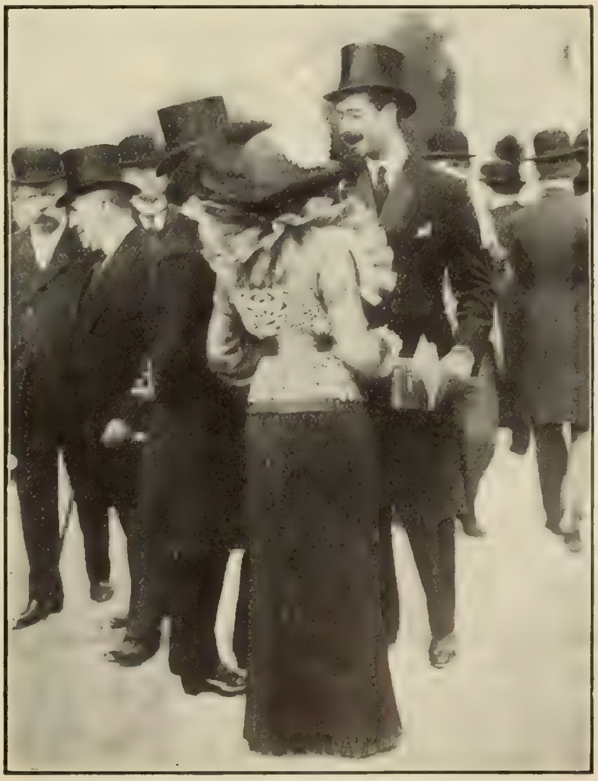
Among the latest novelties in London are the new "glove" socks. They are so called because they fit the feet and legs as gloves should fit the hands. This effect is produced by having the socks made in a "ribbed" fashion, of the finest quality of lamb's wool yarn. They are shaped in such a way that they fit without a crease; there is no unnecessary amount of stuff in them; you do not find that any part of the sock is bigger than it need be. Therefore, the man who does not care about wearing rubber garters will find that he need not have them if he wears these socks; the wool is so beautifully fine that it is practically elastic. The "glove" socks are neither very thick nor very thin, and therefore will do equally well for the summer as for the winter. In order that the toes and heels shall not easily be worn out they are made of merino.

* * *

An automatic guard for straw hats has been recently placed upon the English market. It embodies the principle of the pocket measuring tape and when not in use rolls up automatically. The flat side of this case is furnished with two pins of soft metal; the case is pressed against the inside side of the crown of the hat and the pins come through the straw and are bent down underneath the band to securely hold the case. The end of the cord is furnished with a neat little crosspiece which is inserted in the top buttonhole of the coat and thus prevents the hat flying away on a windy day. When not in use the guard coils itself up in its little case inside the hat and is entirely out of sight.

* * *

The trend of fashion in trousers is away from narrow lines and to have them cut fairly wide at thighs and knees, tapering nicely to the bottoms, something after the style of peg-tops, only not to such an extreme degree, 19 inches knee, 16 inches bottom being a fashionable width.



Snapshot taken at the recent Longchamps race meeting. It is here that Parisian style finds a most distinct expression. This picture will be particularly interesting to the student of men's wear.

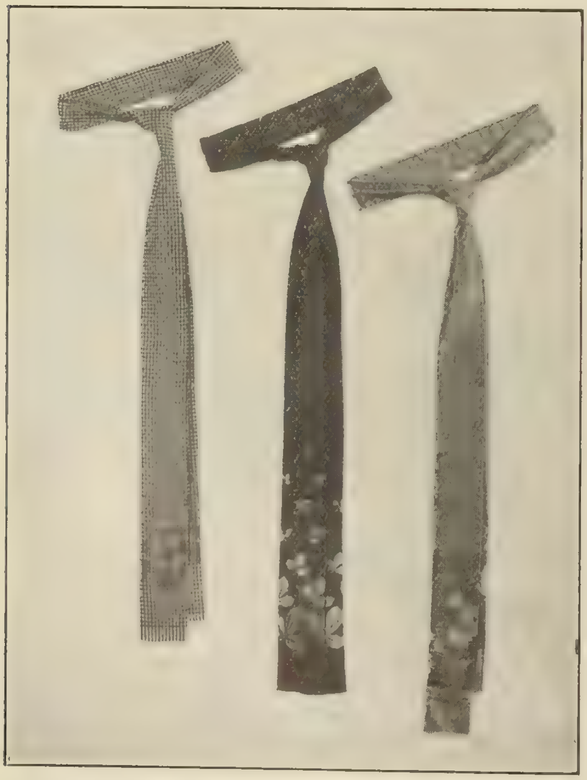
Neckwear and Accessories

Some feeling in the trade in favor of brighter colorings although nothing faddish — Backward season prolongs vogue for silks in preference to wash lines — Browns, tans, purples and greens are colors spoken of for next season — Exclusive stores showing batwings

NECKWEAR for Midsummer and negligee wear is now being featured. Merchants are always sorting up in something new for the holiday trade and adding novelty to their displays. Weather has been backward, and it is expected that, as soon as men lay aside their waistcoats, sales will receive the impetus usually expected at this time.

The later novelties include neat effects in silk and wash ties—straight, 1, 1¼ and 1½-inch widths, the former both plain and fancy with bordered ends or bar effects in Derbys, and the latter in line stripe effects in up-to-date patterns and liberal assortments.

It is just between seasons, as manufacturers are preparing and buyers are now in the markets choosing materials for Fall selling. It will be possible, very shortly, to state what novelties the full ranges comprise in silks, weaves, patterns, shapes and colorings. Part of some Fall ranges are already forward, but not sufficient to warrant authentic information of domestic showings. It is somewhat premature to talk Fall buying with the holiday trade and Midsummer business to be done.



Three of the latest designs in summer ties with unique borders. — Courtesy Niagara Neckwear Co., Niagara Falls, Ont.

Neat effects seem to embody most of the neckwear seen in silks or "knits," and with Midsummer months, business on the latter is naturally expected to fall off. The revival for early Fall will be specially on better numbers, and it is expected that colorings will be brighter.

Most of the manufacturers have been showing silk fabrics that simulate in effect the crochet tie, and numbers of patterns now showing are in line stripe effects with bars in identical colorings. There is an undecided feeling in the trade for brighter colorings, although nothing is seen so far except some striking patterns, cloths which have been advanced for the Fall season to be made in either straight or graduated four-in-hands. Whether this feeling is actuated by the possible demand for more "flashing" effects, when the tie is more conspicuously worn is yet to be decided.

In the ranges of failles, reps, bengalines, poplins and cords the colors chosen by buyers remain the same in these staple makes. Some reps are shown in diagonal and cross bar patterns, and one among the neatest is a line stripe in seasonable contrasting shades. Line and shot effects in many new patterns include the usual range of colorings, some later silks showing veiled effects made up in prevailing styles, and a good book of shade combinations.

There is nothing "faddish," and in regard to colors it can hardly be said that the salesmen are as yet assured of the leading color themselves. Browns and tans still lead, and it is thought that purples and greens will also be in greater demand, as they are in pleasing contrast with Fall styles and colorings in clothing. Scarlet, and other colors with this shade prominent, is a fancy both in crochets and silks, which should take for later wear. Soft greys and black and white effects are strong.

An Entirely New Tie

(NOT A FAD)

IN a later issue we will show in this space an entirely new idea in neckwear.

WE are not going to say here anything about the style or material of which this tie is made.

ALL we want is our customers to watch this space and await the arrival of our representative for early fall delivery, as this will not be put on the market until that time.

Sword Neckwear Co.
LIMITED
Toronto Ontario

bers of fancies to be made up in quantities, and these include entirely new patterns mostly self designs on plain grounds. There is always a demand for these goods by the average merchant for his 50c leaders. These are usually in wider effects and naturally of more marked design than can be effected in narrower widths.

If it is, therefore, to be a season of brighter colors for Fall this will fit in with the usual showing of wider widths, although the close or neat knot will not be sacrificed. While the present double collar is worn, there is both the style tendency of the "wing" collar and lower cut vents in vest styles as a present indication in this direction.

Some of the exclusive stores are showing the batwing tie in conjunction with their Midsummer wash goods assortments, but this confined largely to novelty trade. Bows are more or less good in the holiday and coming Fall season.

◆

Don't say in a letter or otherwise anything on which you can't make good.

Don't ever get a man into your store on false pretences. Always make good.

Montreal View of Market

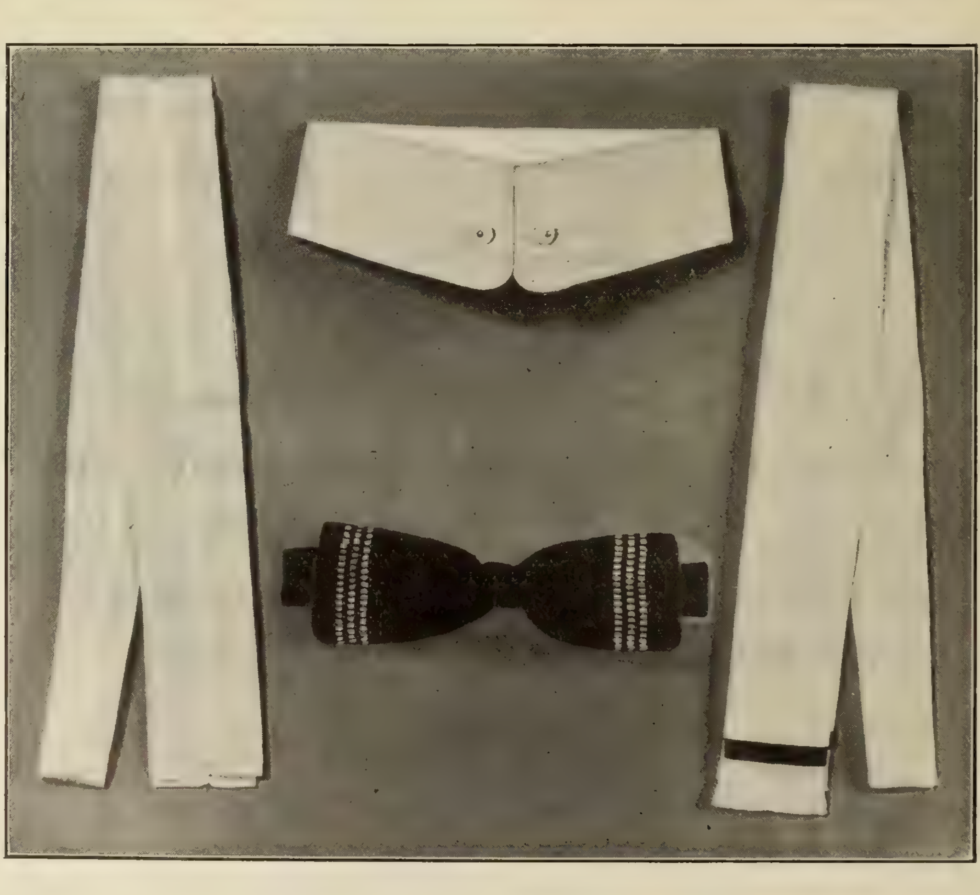
Decided feeling for light flannel shirts in neat stripes — Enormous demand for soft collars and ties to match — Improved demand for batwing ties.

Montreal, May 15.

Shirt manufacturers report that one of the most successful lines for Fall, is pleated front shirts in fine percale. A big range of these is shown, practically everything being on the clean stripe effect. Fine stripes with varying intervals of white background, seem to be the most popular.

There is a decided feeling for the coming Fall for certain trades for light flannels in the cleanest effects in stripes. These goods have been sold mostly with double cuff and double separate collar. Plain and mixed light greys have been the best sellers. There has been an enormous demand for this particular line in the western provinces, where they seem to be sold very largely for surveyors and others who work much in the open.

For the outside trade, there are unusual num-



Newest effects in panel and border-end silk and cotton wash ties.
Batwing tie, one of eight different varieties in border and fancy effects.
Soft collar, showing buttonhole placed midway in collar to give a neater closer-fitting appearance.
— Courtesy Tooke Bros., Montreal.

Regal

Regal "Coat" Shirts

FOR SMART DRESSERS

MADE BY

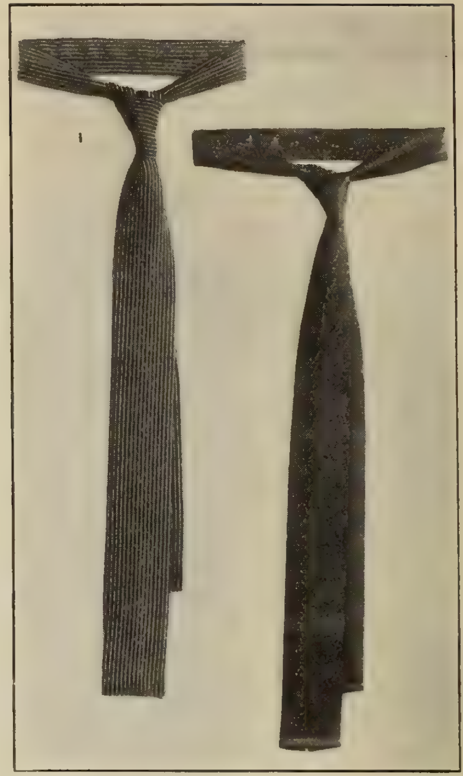
The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

Soft Collars a Staple Line

The demand this season for soft collars and ties to match, has been enormous, and it is confidently predicted that soft collars will be a staple line again next year. It seems to be pretty well established that these are not to be included in the "fad" class. A new feature of the soft collars is the button-hole placed about half way in the collar, and in this way the edges are held more closely together, and a neater appearance is obtained. Plain shades have been strong sellers, both in separate collars and with ties to match. The stripe effects have also sold well. One of the ranges selling at $1.10 has been the most in demand, while collars and ties to match at $2.25 have been the most popular. Despite the very large sale of soft collars, manufacturers say that the stiff collars are being sold as largely as ever, and the close-fitting collar continues to lead in popularity.

One house has adopted a new form of display card, which the dealers will no doubt appreciate. This card, enclosed in a neat frame, contains five soft collars buttoned into the card, and showing the different shades in which they may be obtained. Many of these have been sent out already, and other dealers who order in sufficient quantity will be supplied.



Summer ties in new designs black and white corded silk and veiled shot taffeta in all shades. Courtesy Fowke, Singer Co. Toronto.

A BATWING SEASON.

The indications are, that this is to some extent to be a batwing season, and those who have arranged for a stock of these goods will likely get the business. Bordered ends are following up the bordered end style in Derbys and will be one of the best sellers.

In wash neckwear, the newest effects are in panel wash ties, and bordered ends. These are made of absolutely washable silk and cotton effects—a French cloth.

One of the really newest effects in plain shades for Spring is a crepe faille, that is an enlargement on the plain fabric. It has a small raised cord, spaced about one and a half inches apart, giving a very neat appearance. It may be had in all shades.

Boot and shoe, hat and shirt display by F. C. Petrie for Begg & Shannon, Hamilton. This was an effective arrangement of New Spring Goods against an appropriate Easter background.

It's the non-corrosive aluminum eyelet that does it.

Let us send you samples and prices of our different styles.

The Profit-producing customer-satisfying collar—made of waterproofed linen—reinforced where other collars are weak.

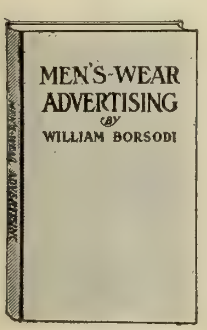
The Smith - D'Entremont Company, Limited

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request

Men's Wear Advertising

A book in which is given in easy-to-get-at form a complete collection of selling phrases and descriptive advertising matter covering every article sold in Men's Wear.



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Men's Wear Advertising should be on the desk of every business man who wishes to make a success of Men's Wear.

SENT POSTPAID TO ANY ADDRESS FOR $2.00

TECHNICAL BOOK DEPARTMENT
MACLEAN PUBLISHING CO., LIMITED
143-149 UNIVERSITY AVENUE, TORONTO

"KING EDWARD" SUSPENDERS

Retail 50c. Price

KING EDWARD
SUSPENDERS
Are so Easy and Comfortable

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

SHIRTS, COLLARS AND CUFFS

MEN'S Fall shirt samples have been selling well and both city travelers and outside representatives report satisfactory business for August 25th delivery. This gives merchants an opportunity to cater to demands for the holiday and exhibition season by having full assortments to show. Both domestic and imported ranges are exceptionally broad. Many high novelties are being offered for exclusive trade and in more staple ranges an extensive assortment of choice patterns in flannels, ceylons, madrasses, zephyrs and a host of new and neat designs in percales and prints are seen.

PLEATED FRONTS STRONG SELLERS.

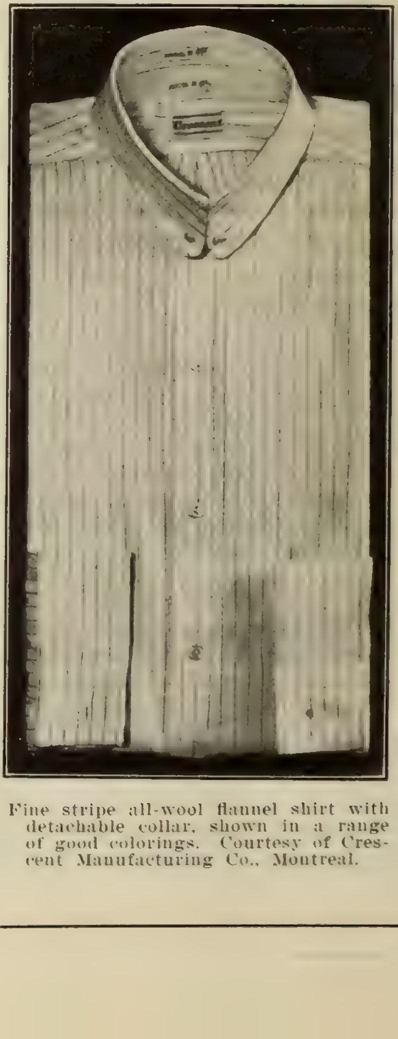
Pleated fronts are assuredly foremost and there is every reason for another strong selling season in different width pleats. Manufacturers are showing more of them and the trade wants them. Side pleats in ¼ to ½ inch width with one or two line stripes are preferred and buyers have made a point of selecting patterns, which lend themselves to right spacing. Some box pleat fronts are effective but are not so well thought of as side pleat styles. Short bosom shirts are included in some ranges and are said to be meeting with approval by the trade generally.

NOVELTY FEATURES.

The range of novelty covers many new materials, patterns, color effects and styles. Negligee effects with French cuffs are stronger than ever and this fact explains to a great extent the attention devoted to new materials and development along new lines. Comfort for every day wear has made them appeal to most men and this is a good talking point in presenting them to customers.

For early showings, there is an amount of distinction in a soft crepe, an entirely new fabric, which can be laundered perfectly. It will tend to take the place of madras and is made with starched band, detachable collar to be worn with a separate tie of silk, rep, bengaline or crepe, and has French cuffs. The color card includes plain and printed patterns in black and white, soft greys, purples, helios, tans and shell or coral pink, which latter will be seen in some very exclusive shops. A splendid Summer selling season on tub silks, pongees, crepe de chines and silk mercerised soiesettes is likely to continue, and have its effect on the Fall trend and demand.

Flannels with French cuffs, starched band and soft detachable collar with links are shown in neat line stripes and soft shades of light and medium oxford. A fine whipcord in grey and white is good. Greys relieved with stripes and fine twill cream. Fancies with different width line stripes, blue, black, green and helio, have all sold fairly well at from $18 to $30 dozen while Ceylons have taken at $12, $15 and $18 in approved patterns. There is every confidence that specializing on negligees of this order is to be followed by extra business. As only the finest cloths are included such as silk and mix-



Fine stripe all-wool flannel shirt with detachable collar, shown in a range of good colorings. Courtesy of Crescent Manufacturing Co., Montreal.

KANT KRACK

COATED LINEN Collars

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

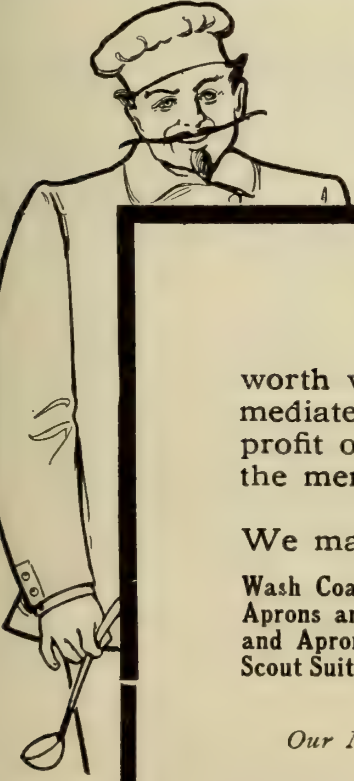
From Coast to Coast

the "KANT KRACK" coated linen collar has become the men's one best collar friend. ***(It is made in one grade only and that's the best.)***

It overcomes the great and small difficulties that have been experienced by users of waterproof collars. It fits perfectly and does not hurt the back of the neck by pressing the collar button into it—that's comfort. It wears long, because the usually weak part—the *lip*—in other collars, *in* "KANT KRACK" is *flexible*, giving better service—that's economy. It requires no laundering, simply a rub off with a wet sponge—that's more economy.

Fill in your sold out sizes to-day. "KANT KRACK" pays. *Made in Canada.*

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO



Do You Get The Men's Washable Clothing Trade?

IT'S WORTH WHILE

worth while in more ways than one. It means the immediate profit on the washable clothing and it means the profit on the other trade you are sure to get from bringing the men to your store.

We make a specialty of:—

Wash Coats, Gowns, Caps, Operating Accessories for professional men; Coats, Aprons and Dusters for Grocers; Coats and Vests for Barbers; Coats, Frocks and Aprons for Butchers; Coats for Cooks, Porters and Waiters; Also Boy Scout Suits, Bloomers, Indian and Cowboy Suits, Khaki and White Duck Trousers.

Our New Catalogue is ready—Send for one—We Give Prompt Service

Defiance Manufacturing Co., Limited
College and Bathurst Streets -:- -:- TORONTO

Pleated front shirt, cuffs attached, in fancy stripe effect. One of the new Fall lines shown by Tooke Bros., Montreal.

Flannel shirt, with detachable soft collar and soft cuffs, in light grey mixtures. From Tooke Bros.' Fall line.

tures and fine all-wool fabrics, judging from patterns and values there should be extensive sales both for early Fall and mid-winter.

MANY GUARANTEED CLOTHS.

Guaranteed colors practically include everything in prints, percales and zephyrs. Many cloths are guaranteed absolutely fast, indentrene dyes, ensuring customer's satisfaction. Colors stand in perfect contrast, showing line and fancy stripes to advantage. Some designs are particularly new. In the books of vestings up to $18, outside of white and plain shades, it is found that a plain ground with contrasting stripe always has a self design, small and neat in effect. One range of percales is attractive, being a marked black line with 3 hair line stripes intervening in helio, green, tan, blue or navy.

All the ranges are strong on black and white and blue and white, designs being effective enough to ensure a splendid showing for the merchant of these staple patterns. One assortment shows fully 50 books to be made up in plain front at $9 or side pleats at $10.50 and there is hardly a pattern in the lot which could not be chosen. In commenting on blue and white there is a decided preference for deeper or national and marine blues.

TAN SHADES GROW IN FAVOR.

There is practically no decided third color as yet. Buyers have confined to black and white and blue and white, being better satisfied where they can add an extra stripe on these colors, than they are disposed to buy other shades. Tans, so far as they have been taken, verify an estimate that this shade would come with midsummer selling and be in demand for Fall. There are soft champagnes and swatches run to more striking grounds with the usual color combinations especially light brown. It is remarked also as a seasonable comment that helios, purples and combinations of this shade with black on white will be given more than usual attention in quality ratios of colors in Fall repeats.

Most important of all in Fall ranges are the assortments. Values are included at every price and the numerous cloths in which an order can be given on one number makes selection all the more satisfactory if it does tend to quantity orders.

ENTHUSIASM IN EVIDENCE.

In completing ranges, usual qualities of white dress, plain and pleated shirts including reps, piques and new fancies are seen. The matter of selection is more a question of seasonable selection to include the features and keep within the limits of the average buyer. Buyers need not be excused for enthusing and concluding that a few dozen shirts extra can be sold this Fall if they are to hand. Ranges are so comprehensive that buyer cannot do his department justice unless he adopts this attitude. The samples themselves warrant it and the increase of Fall orders already placed over last year are an indication that such enthusiasm is evident.

Star
SHIRTS
Are Made for Particular People

"Star" brand neckwear finds a place in the best stores in the country. It appeals to men of the class who know what's what. Do you want this trade?

Men Who Know Want "Star Brand"

You know the class of trade that demands the shirt that looks well when the coat and vest have been discarded. This is the paying trade and you should cater to it.

"STAR BRAND" SHIRTS

satisfy the coat and vestless man every time—the fit and make are perfect, the patterns are just what he wants.
Tone up your Summer stock. Get samples of our neckwear and underwear.

Van Allen Co., Limited
HAMILTON, ONT.

GET THE MEN

coming to your store by selling them a linen waterproofed collar that will give satisfaction.

CHALLENGE COLLARS

give the best value for the money besides being a profitable line to handle.

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes. We make an Outdoor Brand, linen finish at $1.25 doz.

SEND FOR SAMPLES

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Displays Must be Full of Suggestion

They must give the store a position of confidence in the minds of customers — Study stock and watch new arrivals — Display nothing but latest things in vogue — Combinations and correct suggestions.

For the Review by Jerome A. Koerber, with Strawbridge & Clothier, Philadelphia.

THE secret of up-to-date windows that sell the goods is the concern of the wideawake decorator and we want to ride right into the heart of this paramount thought "how to get best results" without stopping to theorize on the subject. I fear men often write who have never met with the real issue and noted from experience and observation what really counts when it comes to handling a line of merchandise such as we now speak of where correct style, the new thing is properly combined and attractively shown.

When but a lad and with all the youthful zeal of an apprentice, longing to study his chosen vocation, I found myself in one of the best haberdashery establishments in Vienna where they carried the best and catered much to the aristocracy. Here, if any place, may a young man learn from experience and observation what to handle.

DISPLAYS FULL OF SUGGESTIONS.

But, leaving this we want to say that the window, for men's goods that are going to tell are the displays full of suggestions to customers as to what is correct to wear for formal and informal occasions. When a house wins a place of confidence in the mind of men as to the correctness of attire, they have fairly marched into the confidence of the people and a big portion of the trade of the locality. Here the decorator immediately sees how essential it is for him to constantly study, select, combine and show always the correct and newest things available.

It became proverbial of a certain house, whose decorator took great pride and joy in his work, that they are displaying that kind of goods and it must be correct. So, to get better at the points we consider essential, we will take up the question under following headings:

1. *Study of your stock and watch new arrival.*
2. *Display nothing but latest things in vogue and merchandise that are seasonable, snappy and up to the minute.*
3. *Your combinations and correct suggestions as to what a man should wear.*
4. *Your window lay-out.*

KNOW THE STOCK THOROUGHLY.

1. Study your stock is the first essential move, so that the fertile mind of the decorator can always draw from any line in haberdashery stock that will aid him in getting the desired effect. The man who only spends part of his time at decorating and the balance back of the counter should naturally know the stock better than the man who keeps to display work constantly, but the man who keeps to the decorating constantly gets best results.

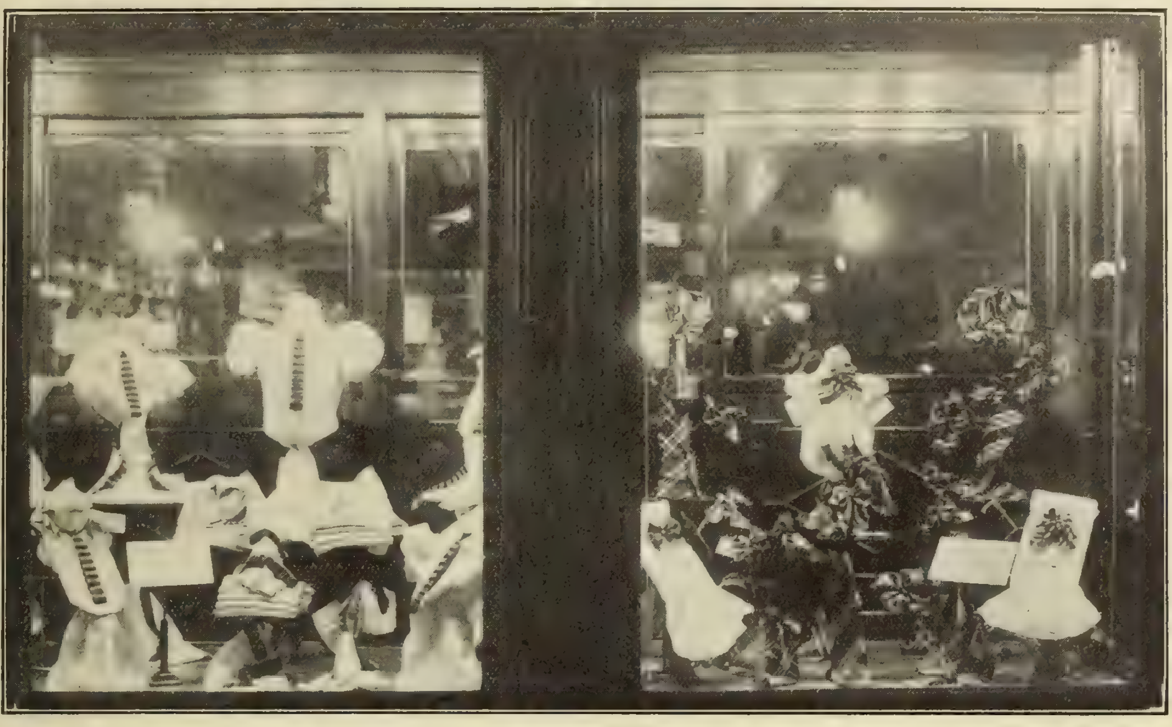
To illustrate: When first taking up the management of the decorating in the large department store I am now with, I found a young man who was a salesman in men's hosiery, having advanced from stock boy, and dressing the men's furnishing windows. Watching his work for a brief time and seeing his weakness in some parts of his work, I took him in hand and gradualy pointed out where improvements could be made and suggested things to combine with his display. To my surprise I found he did not know such articles could be had in stock. While a little set in his ways for want of advice, he soon fell into my ways and fairly rose by leaps and bounds as he has a natural aptness in this line himself. With his ability directed in proper channels he became an authority on this line of goods and a man much sought for. I chose from my understudies a young man with similar aptness in line of men's wear as his assistant and after a year sent another one to take a turn with him, and as I feared, soon he accepted a place with another house and today his two former assistants, with my coaching, look after this part of the work, meeting with much success.

So, with the proper knowledge of one's stocks, we can make our window showing the best possible with the merchandise available, and surely, with such close interest in the stock, in order to obtain results, there can be nothing new arrive before the decorator is acquainted with the fact. The new style scarf, the new shirts or shirtings, collars or whatever it may be, is ushered out to public inspection at the earliest possible moment and not after every shop in town has it in stock and making displays of it.

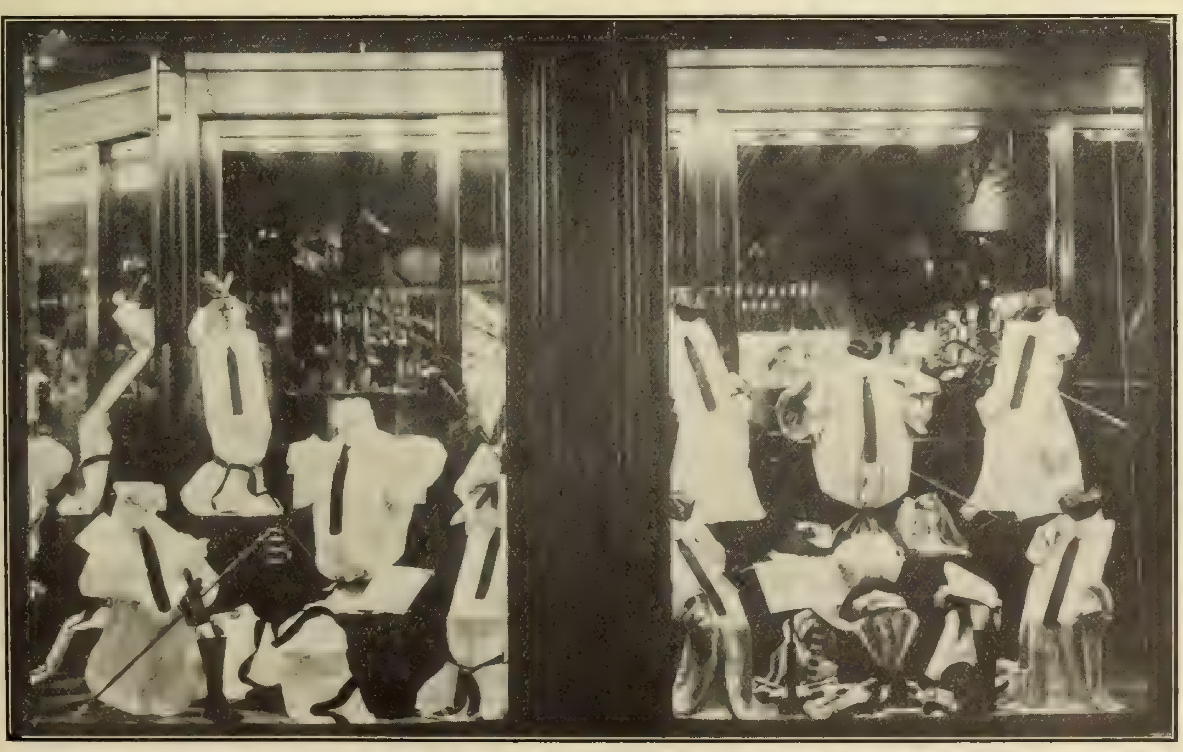
NOTHING BUT LATEST THINGS.

We have said, display nothing but latest things invariably. The window space is not in abundance and the best possible use should be made of them.

Shirt Windows in Which Colors Were Effectively Blended



Custom Shirting Window. On the left is shown, in a line of custom shirting, the material by the yard pleated as a shirt front, while the rest of the material is dropped in folds below the stand. One of the styles was selected and a finished shirt made. This is shown on a vest form in the centre of window, with collar and scarf. On the other side is a display of Windsor scarfs. This setting proved to be an attractive one. The colors were so clustered that the bright shades blended well. Showing the three shirts, with collar and scarf, brightened the display.



Twin Shirt Windows. Reading from left to right — Pleated shirts at $2.00, white with red stripes. The scarf was in red and black, while hosiery was red and gloves gray. Two canes were displayed and a plaid handkerchief was puffed in at the collar. On the right was a showing of soft negligee shirts in flannelette colors, grey colored shirts, green knit scarfs, green hosiery, green rumchunda handkerchief on top of each shirt. The ticket read, shirts $2.00.

—By Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia.

Those things worn for months everybody knows we have in stock, but the new shape, new style, new colors, much that the public have not gazed upon, should be shown. This is one reason the display is snappy because of the newness and then the combination, the setting makes it so attractive that the man passing with no thought, no need of a new scarf, is captured, seized with a longing, and nine times out of ten it ends in a purchase, only to add to those he has already bought.

Invariably, the question of buying neckwear, collars, etc., is not because it is needed, but attracted by its color, pattern or newness, the desire to possess reaches fever height. Then the window is the index to the store. All newness on the front will never cause the viewer to be disappointed as he inspects the stock. This does not necessitate the finest made, for the decorator may be connected with a house where the call is for medium prices, but if it is 15c, or 25c trade, say in neckwear, he is catering to let it be the newest, the best he can lay his hand on from stock and then show it so that the neckwear looks its best. If the grade of goods runs from 50c to $1.00, the opportunities to combine them with other merchandise or to make good, attractive unit settings of the newest lines in stock are always bound to bring success and snappy displays can be made. When we pass in to the better lines, of, say scarfs from $1.50 to $3.00, the thought of anything like a stocky show ought to be dismissed from the mind.

The old way may have been to display goods regardless of price, made into stocky shows and those often left for a fortnight before changed or readjusted. To-day, things are quite different. The color, class, price and the needed things that combine with these goods are used and shown to best advantage, and so merchandise in style, seasonable and popular in price, quicker and more frequent changes are needed. So a house will get an established reputation and no matter how small the beginning, may rise and spread and the same name may serve more than one generation because it strives to cater to the young man who habitually looks to that shop for new things, buys his needs and opens his account and with care and study, holds that trade from father to son. Here the decorator grasps a glimpse of his responsibilities when he remembers that he plays such a prominent part in building up or maintaining an established reputation of the house.

COMBINATION AND CORRECT SUGGESTIONS.

It is interesting to know that a suggestion, possibly a decided departure from the ordinary, but absolutely correct, will influence a man or woman in women's wear, we have frequently seen women stand in front of an attractively draped form of cottons or dress goods or silks where the combination trimmings or the folds or drapes made such a stylish form they have noted, studied, and finally resolved their new garment should be as the one they were viewing. But combination must be correct. No less is this true of men's wear. After inspecting stock, getting hands on the newest seasonable and snappy goods, make them show to their best and summon any accessories to make this display attractive and correct.

For the informal displays, where the one line of goods is to play a prominent part, those goods usually worn and combined may be used. Where a snappy, fine combination window is made, the colors, setting and completeness of the show is to be worked out, and the usual acceptable parts of man's attire for formal and full dress occasions would be out of place and possibly open to criticism. When it comes to a full dress window, if the house carries clothing, the display will be more complete, but where no clothing is available, then the full dress shirt, collar, scarf, studs and other jewelry with the shoes, socks and all the other things that are found in haberdashery line, are carefully combined and kept perfectly clean. It is unpardonable to see this line with the least spot or stain. Here is where the decorator wants to be fully informed of the correct thing to wear. When at certain periods such displays are carried, every detail must be correct, for there will be some stiff criticism. Where no error is detected it helps to set a pace for that house and win a place of confidence.

COLOR COMBINATIONS.

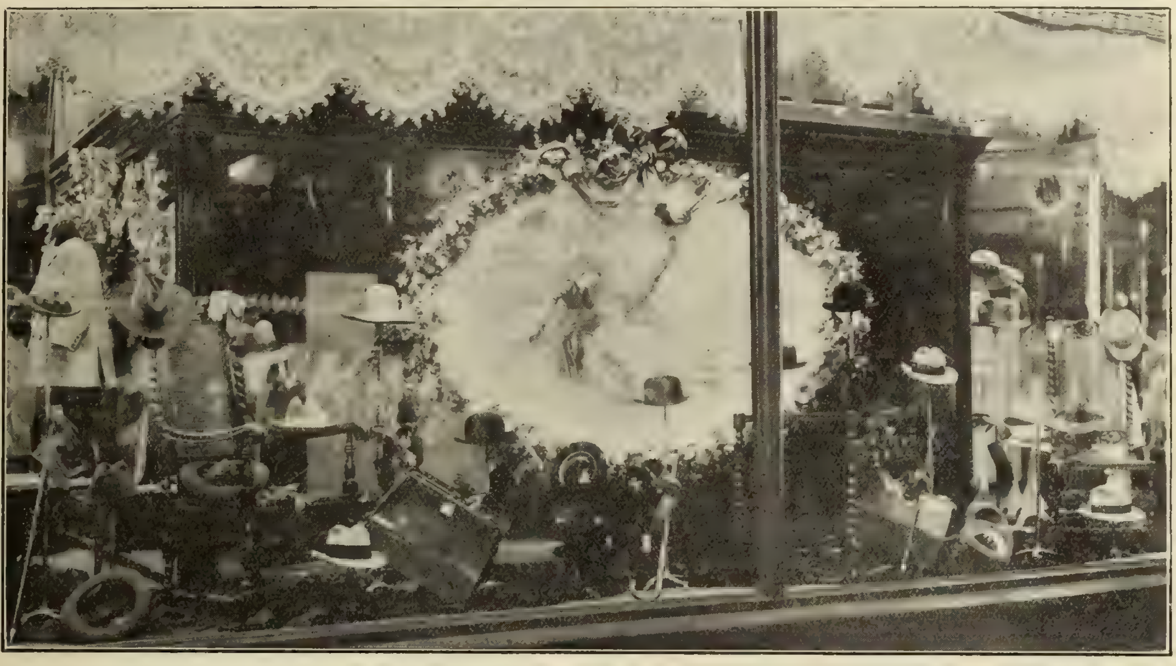
Further, under the heading of combinations, let me briefly state that color combinations properly worked out always make an excellent showing. The new scarf comes in and the colors run in 3 lines. If one color is selected combined with shirts and a few canes or handkerchiefs, you immediately have a basis for snappy show. If all the three colors must be shown and your window is large enough the units can be treated each in another color but as a whole must combine and not clash. What a pity to see a good stylish scarf "murdered" by persistently combining it with a shirt or other clashing color of scarfs, when alone or holding a separate place in the display it has a chance to show its richness and individuality. On the other hand, faulty and incorrect combinations, whether it be in colors, or in combining goods, all reflect on the taste of the decorator and surely hurts the house.

YOUR WINDOW LAY-OUT.

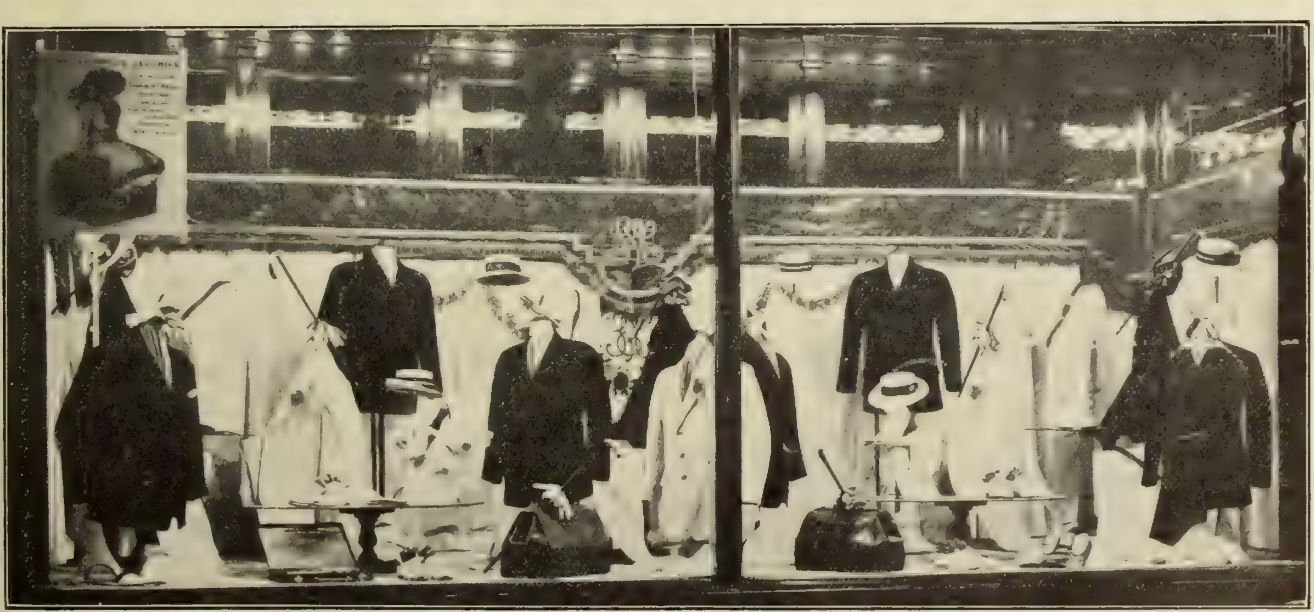
With your goods selected, your color combinations made, your lay-out ought to be such as will not crowd the display. You have few windows or

(Continued on page 82)

Two Seasonable Men's Wear Displays.



Men's Hat Display by Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia. Here two old English chairs and a table were used, brush brass fixtures and the floor was puffed in old gold velour. The line of new spring Derbies and soft hats were posed in order to show style, color, finish to best advantage. A few grips and other accessories were included. The painting in the rear was one of a series for the Spring Opening.



Men's Summer Clothing, by J. A. Koerber, for Strawbridge & Clothier, Philadelphia. The background was a cream colored satin with embroidered monogram, while the frieze above was green silk velour with gold braid trimming. The trim was in blue and white—blue serge suits on forms, while a number of striped flannel were combined in the display. On each side was a 45-in. glass disc on which was grouped a flannel suit in white and blue flower in buttonhole, also silk shirt with blue tie, white Oxfords, blue socks, a cane, gloves, a panama hat with blue band. This formed an attractive grouping. On the floor were grips, traveling sets, canes, gloves, etc., such as a man would carry for a brief outing. The merchandise was by no means crowded as can be readily seen in photo.

Summary --- Short Course in Cardwriting

The second of the series of articles summarizing the various lessons and dealing with their application to practical, modern cardwriting as taught by the "Edwards' Short-cut System."

(By J. C. Edwards. Copyright, Canada, 1911.)

GETTING down to brass tacks in card writing demands the same hard shelled methods and rigid practice that anything else does. The first thing to do is to become acquainted with the different styles of alphabets and acquire a thorough knowledge of the various strokes embodied in each letter.

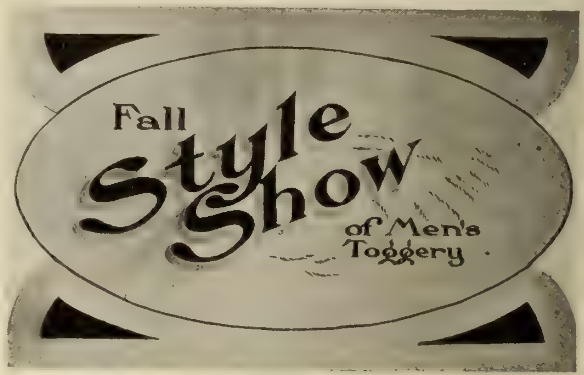
The accompanying illustrations show a summary of lessons 6, 7, 8, 9 and 10, including the capitals, lower case and numerals of "brush stroke roman" and "speedy slant Roman," and the accompanying cards demonstrate them put into actual use.

Card No. 3, as shown on the opposite page, is a half size panel style lettered with "single and double brush stroke block" and "brush stroke Roman," with side panel decoration in the silhouette effect. The main word is lettered in black with a grey outline, the reader is lettered in white with a square red sable brush.

THE POPULAR CUT-OUT DESIGN.

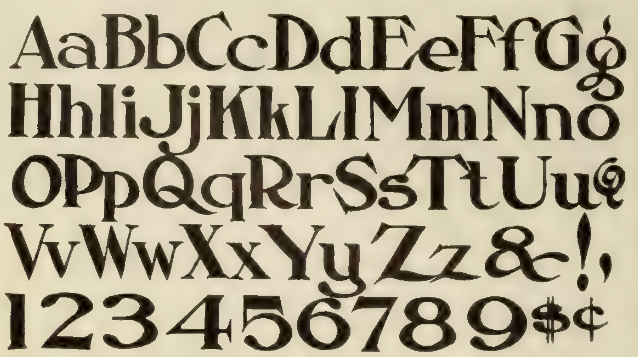
A great many show card writers to-day use the cut-out design in show card work. These, while not practical for every day window cards, add a pleasing variety for special trims, and are used to a great extent by professional card writers who go on novelty to create a demand for their work.

Card No. 4 illustrates one of these cards, and the design immediately below shows the pattern used in laying out the design. In the first place, a piece of manila paper the exact size of the card is folded in half, either lengthwise or crosswise, depending entirely on the formation of the design. In the case of the design above mentioned and illustrated on the opposite page, the paper was folded lengthwise. The design is then pencilled out on the one half, and while the paper is still folded it is cut out, cutting the blank half as well. This gives the results as shown in the illustration. This design is laid on the card which is marked with a lead pencil around the edge of the design and, after being lettered, is cut out with a sharp pointed penknife.

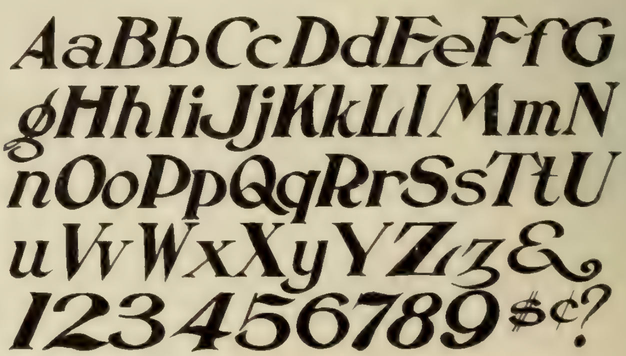


No. 8—The fancy cut-out idea applied to the landscape style of a half-size card, using variations of the Straight Brush Stroke Roman. See pattern B1 and B2.

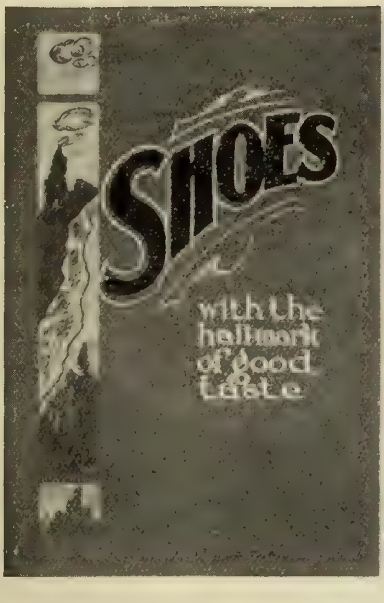
Card No. 8 shows the cut-out idea applied in landscape style, using two designs, B1 and B2, as illustrated. The illustration shows how to make an oval, using two pins, a piece of string and a lead pencil. It is not necessary to cut out an oval, for it may be applied to the card itself in the manner here described. Two pins are stuck through the card about an inch or so from each end exactly in the middle, the string is then placed around both pins so that when held by the pencil it will reach the out-



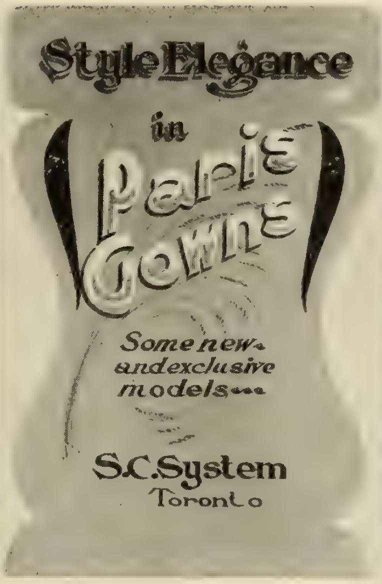
No. 1 shows the summary of the plates on Brush Stroke Roman, upper case or capitals, lower case or small letters, and the numerals. Note this lettering in actual use on opposite page.



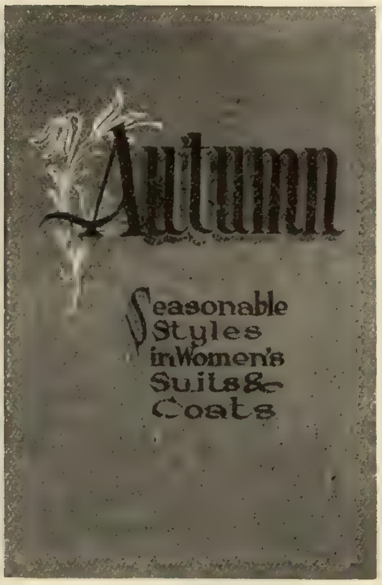
No. 2—Summarizing the speedy Slant Roman as taught in lessons 8, 9 and 10 of the Edwards Short Cut System. This lettering makes legible cards which can be executed quite rapidly.



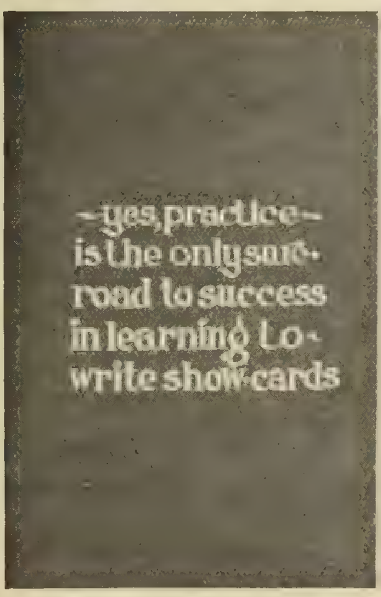
No. 3—Half-size card in panel style, lettered with single and double Brush Stroke Block and Brush Stroke Roman, with side panel decoration. Neat and not over fancy.



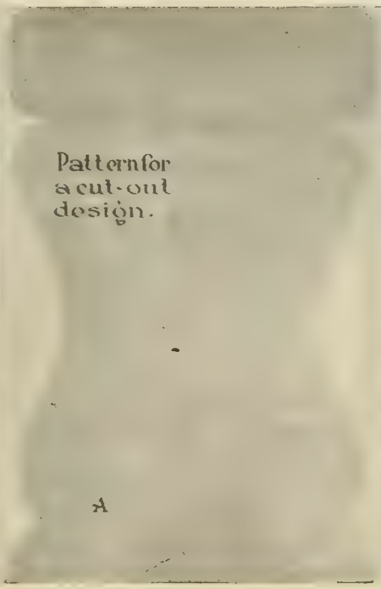
No. 4—Shows the fancy cut-out style of window card lettered with white and black on green, using a combination of Brush Stroke Block and Straight and Slant Roman lettering. Note the design below.



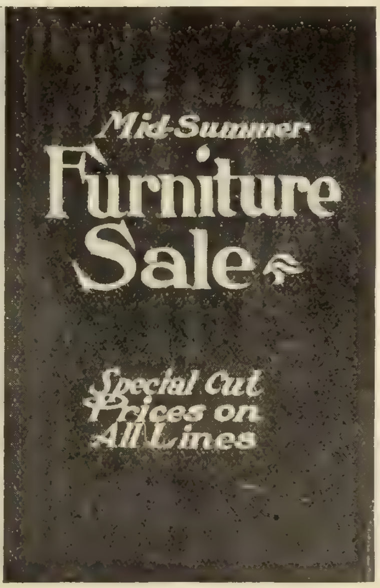
No. 5—An easily-lettered and decorated card, illustrating the condensed form of Brush Stroke Roman with slight variations as to spurs, etc. The lettering is black, with grey shading on grey cardboard.


—yes, practice—
is the only sure road to success in learning to write show-cards

No. 6—This card illustrates the conversational reader idea, which makes effective advertising. It is a plain, grey card with white Brush Stroke Roman lettering and no decoration.



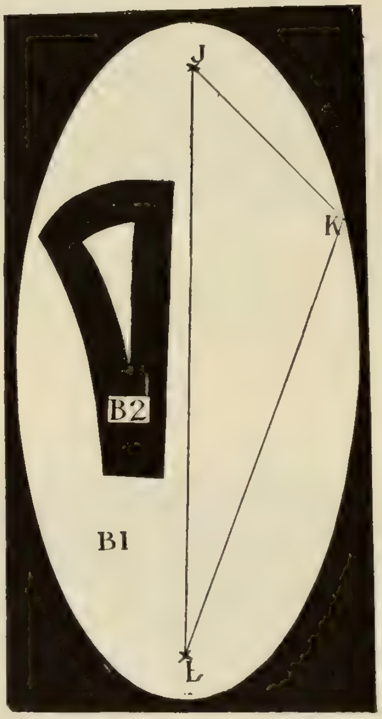
A design cut out of paper and used as a pattern in laying out the above cut-out fancy card. See write up for instructions how to make it.



No. 7—An appropriate window card for a furniture display. The cardboard is a representation of natural grained wood and in the mission wood colors. Straight and slant Roman used.

side of the oval desired. Letting the pencil held firmly in the hand move around at the full tension of the string making a true oval. By experimenting you will be able to get any shape of oval desired in this way. The inner design as shown in this cut when applied to the four corners of the oval, if you can term them so, the design in No. 8 is obtained The lettering used in card No. 4 is a combination of "brush stroke block, straight and slant Roman." The lettering in No. 8 is a variation of the "straight brush stroke Roman."

Card No. 5, as illustrated, shows a half-size panel card of grey lettered with black with grey shading in the "brush stroke Roman" with slight variation as to spurs, etc. The capital A is illuminated with a brush stroke floral conventional design.



A design showing how the oval used in making card No. 8 is made. The inner design is applied to the outer corners of the oval, completing a well-balanced design.

CONVERSATIONAL READER IDEA.

Card No. 6 shows a very plain, yet novel idea, which makes rather effective advertising. The idea gives the effect of a broken or one-sided conversation such as you often hear over a phone. No decoration is necessary with this card, as it would detract rather than attract.

A very appropriate card is illustrated in No. 7, for a furniture display. The cardboard used is a representation of natural grained wood in the mission finish. A combination of "straight and slant Roman" is used. This card is lettered in white shaded with black.

Students may find it difficult to secure really desirable colored cardboard without paying exhorbitant prices. Any information regarding this may be had by sending a stamped and addressed envelope to J. C. Edwards, care of Dry Goods Review, 143 University Ave., Toronto.

◆

Windows Must be Full of Suggestion

(Concluded from page 78)

small places, then change them the more frequently and get away from the idea that every line and color must be represented in your one or two small windows. Make an effort with one thing predominating, work that one thing up well, give it all the assistance you can. If it is going to be $1.00 shirt, you know colors are good, style good, in fact, it is good value. Now you can show three dozen in a small window and put a placard on as big as the shirt. It is possible that the only passerby who will be attracted is the man who needs a shirt. But in same space show fewer of these shirts. Put collar and scarf on one or two, with the style, color and make all brought out, the window is sure to win out. Even with a shirt window, it can be made attractive, snappy, and suppose it has to come out because of the sale it has created, what a satisfaction. In we go with another just as good and possibly better.

The man who makes the snappy, attractive displays with these lines is the man who studies what has already been briefly referred to and the man who has not got his haberdashery windows just where he wants them need not despair for, observing these trifling things, as some may call them, means much in reaching the goal to success.

As one says, "Perfection is made up of trifles, but perfection is no trifle." Those who fail are invariably those who do not keep posted, who close their eyes to every source of information and do not study faithfully to get the best results or keep in touch with best available sources. Remember, there are in every walk of life, men who know and who have succeeded.

◆

The Acme Glove Works, Montreal, has been incorporated with capital stock of one million dollars, to make gloves and mitts, moccasins, boots, shoes, etc. The directors are J. D. Ouelette, C. G. de Tonnancourt, J. A. Ouelette, A. Lefevre and A. Lepine, Montreal.

Display Window as Witty Commentary

Plan adopted by Trudell & Tobey, Hamilton, creates additional interest in his store — Comments on current events, typewritten on slips of paper, are distributed throughout their window — Men go out of their way to read them — Another example of cheerful advertising.

THE display window as a witty commentary on local or current affairs is an idea that has been tried out with success by Trudell & Tobey, Hamilton. It is a plan that goes one better than an artistic grouping of clothing and accessories with neat show card. It has been known to cause men to cluster about the windows in greater numbers than they might have done under ordinary circumstances, and it probably keeps them there longer. Throughout the window are placed slips of paper—ordinary envelopes will do—on each of which is written some bright observation, generally hinging on an unusual newspaper item. These skits, if such they might be called, are typewritten in capitals, and can be placed so as to be read from the sidewalk.

Mr. Tobey states that the witticisms do not detract from goods shown. As an apostle of cheerfulness in advertising, he states that they have often put a man in good humor who may not have left home that way, and a man in cheerful frame of mind will never pass up a striking display of goods. The comments in the window help make the impression more lasting. What's more, men have gone out of their way to read them, and that sounds like good advertising. The slips may be fastened to a garment, placed on the rim of a hat, one corner shoved into a pocket, or otherwise distributed so that they may be seen and read. Here are several that recently appeared in the windows of the Two T's:

SEASONABLE HINTS.—Sharpen up the lawn mower. Keep off the grass. Wear your chest protector. Keep 'em on. Borrow a few umbrelllas. Bank your fires. Save your taxes. Keep your feet dry.

OH, VERY WELL.—And I might say to a few of the Jeanette Lewis hammer throwers, "Why not regulate your own gait before fitting hobbles on others?"

THAT'S RIGHT.—The office cycnic says: "Seems to me that some folks call their home a bungalow because the architect was a bungler.

AT SHAW'S ART GALLERY.—A lady and gentleman entered Shaw's photographic studio the other day and ordered some pictures to be taken. They told the operator they wanted to look natural. He placed them in proper positon, the lady placing her hand on her husband's shoulder The husband declared they could look more natural than that. "How?" asked his wife. "Well," said her husband, "we could look more natural if you had your hands in my pocket."

A FISH STORY.—Lady purchaser: "Is this fish fresh?" Fish dealer (on Hamilton market): "Fresh? Why the unfortunate fish breathed its last just as it saw you coming."

SOME GOOSE.—An old Memphis woman has a goose that was given to her when she was 21 years old. That's nothing. Lots of Hamilton women still have the goose they got on their wedding day.

CERTAINLY NOT.—The pen may be mightier than the sword, but it doesn't necessarily follow that the pensive are mightier than the sordid.

AN ERROR.—The arrest and conviction for bigamy seems to indicate that the cost of living has been exaggerated. Times must be good with any man who can afford two wives.

CERTAINLY.—A dinner given in Washington the other night is said to have cost $600 a plate. All the guests must have had a second helping of eggs.

NOT YET.—Crossing the red willow with the white birch to grow natural barbers poles has not proved a commercial success, says lumberman Brennen.

SURE THING.—The slender man is to be the fashion model for 1912, and the cost of living will make it easy for most of us to keep in style.

GOT HIS.—A Missouri man has been sent to jail for hitting his wife with a sack of eggs. Thus one male-factor of great wealth gets his desserts.

NO COIN IN COYNE.—I was reading in The Chatham News where a young lad named Coyne was held up. I suppose the would-be thief knew the boy and said to himself: "Here comes some ready coin, I'll help myself," and then when he found out there wasn't any coin in this Coyne that he could pass, he passed Coyne up.

GOOD ADVERTISING

Develop an individuality in your advertising and see that the printer respects it.'

Lack of specific instructions in much of the advertising copy that goes to the printer — Merchants too easily satisfied with the appearance of their advts. — Some examples reconstructed with a view to improvement — Pressing home the style merit of ready-mades.

TWO conclusions seem to be warranted from the appearance of many men's wear ads. One is that printing offices are badly in need of neat type faces and the other is that, having the type, they do not use it to advantage or are given no special instructions in the layout and setting up of an advertisement. The Review knows for a fact that there are scores of merchants who study effects no further in their advertisement than is required by the few minutes which it takes them to scribble off their store news—if such it can be called—and rush it over to the printing office. In eight cases out of ten, it is accompanied by no special instructions, and if proof is submitted, the merchant's scrutiny only applies to prices and names of articles. These must be right, no matter what the general appearance of the advertisement may be.

It might be said that the understanding which goes with much of the advertising copy nowadays is summed up in three words, "make it strong." In the resulting mechanical process the most effective typographical arrangement is overlooked.

Two ads. are here reproduced which illustrate the point—those of H. Le Brun and Peter Farrel & Co. Both have black border and are set in bold face type. They are too heavy in appearance and contain little that suggests art in clothes, or that conveys the merchant's idea of a man correctly attired in the clothes he has to sell. This is the point that he should never overlook in his advertising—that there is a typographical effect which assists the character of the goods discussed and helps establish their individuality in the mind of the reader.

One of these ads. has a decidedly funeral appearance. Both set in a type such as Bookman, using only two series, say 24-point and 12-point, with more white space on each side of the body, and with neater border would have presented a better appearance. Where the merchant has no regular position in his local paper, he should endeavor to give his ads. a more distinctive appearance. The ads. here illustrated were massed with others, all having more or less the same typographical style. Space, thus used, is practically thrown away.

This subject of type, arrangement and location is one upon which every men's wear merchant or his ad. writer should have an understanding with his printer.

* * *

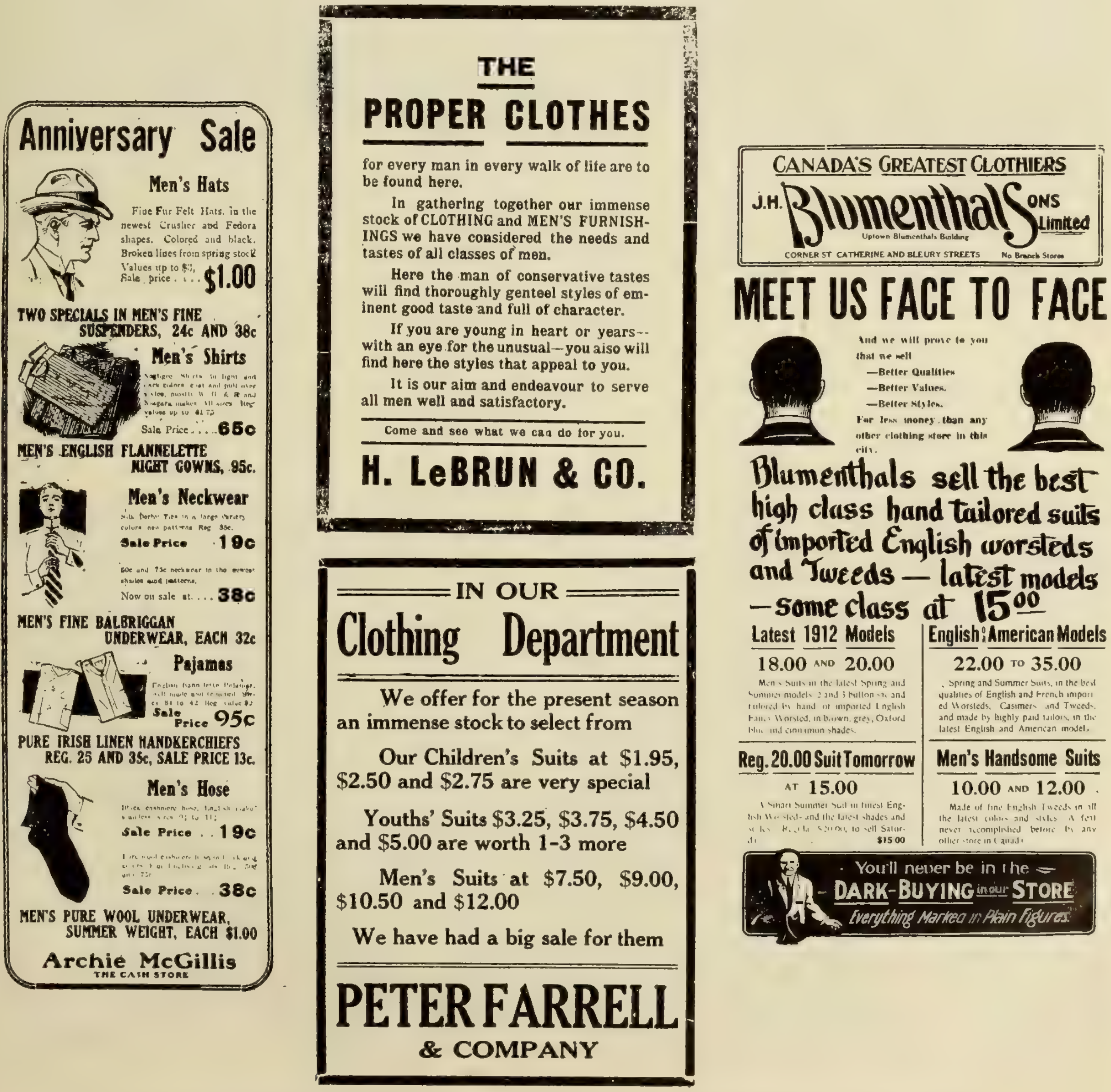
One marked improvement possible in the Archie McGillis advertisement is the balance that could be secured by rearrangement of the cuts. They are now all placed on one side and each paragraph has a heavy heading. This arrangement followed from top to bottom, deprives the advertisement of that neat appearance so desirable in a men's wear advertisement. The introduction of a more pleasing type, such as Caslon, and the condensation of sections so that paragraphs would be played up by white spacing, should have a more striking effect. The cuts could, with advantage, be arranged alternately on opposite sides of the space. The advertisement has a disjointed, irregular appearance with little indication that good typographical effect was very seriously considered.

* * *

J. H. Blumenthal & Sons have adopted a Tom Murray style of advertisement. The two heads and the irregular type are Murrayesque. Naturally, much of the individuality of a distinctive Murray advertisement is lost in this example in which the idea has a more general application. Moreover, the peculiar shape of Tom Murray's head gave a unique effect to his advertisement. In this case two zinc cuts are used, which represent nobody's top-piece in particular. To have given this feature of the advertisement beter effect, a trifle more white space should have been introduced top and bottom. As it is, the advertisement is very poorly arranged, and ten different type faces are used where three of the same series could have been used to much better advantage. While Tom Murray's advertisements were always out of the ordinary, he never lost sight of balance. The present example is an incorporation of two ideas in advertisement writing, and consequently looks patchy.

* * *

Goodwins, Limited, Montreal, press home their faith in the style merit of their men's clothing by a series of questions directed at the man who has prejudices against ready-mades. Thus runs an extract from their advertisement: "Are you the man who never wore a ready-made suit? Who calls it a hand-me-down? Who is all wrapped up in progress made by our line of endeavor? Who never thinks that ready-made clothes could be anything else than what they were five years ago? Who doesn't know anything about our new 'L' system clothes? Who doesn't know that the best tailor in town would find it hard to duplicate them? Who pays $40 and $50 for a suit that is outclassed by our suit at $25? Who doesn't even now believe it? Well, if you are, you are the very man we want to meet. The greater the mental resistance, the greater victory for these new clothes." Descriptions and prices follow. The advertisement is in a space one column wide, 6 inches deep, in their general advertisement, and each question is a paragraph in italic, while the line, "Are you the man?" is in Cheltenham bold condensed. Prices and descriptions are in 10-point. As an exclusive advertisement the questions would probably look better if confined to narrower measure, thus making the head line more prominent.



Anniversary Sale

Men's Hats

Fine Fur Felt Hats, in the newest Crusher and Fedora shapes. Colored and black. Broken lines from spring stock. Values up to $3, Sale price $1.00

TWO SPECIALS IN MEN'S FINE SUSPENDERS, 24c AND 38c

Men's Shirts

Negligee Shirts in light and dark colors, coat and pull over styles, mostly W. G. & R. and Niagara makes. All sizes. Reg. values up to $1.75

Sale Price 65c

MEN'S ENGLISH FLANNELETTE NIGHT GOWNS, 95c.

Men's Neckwear

Silk Derby Ties in a large variety colors, new patterns. Reg. 35c.

Sale Price 19c

50c and 75c neckwear in the newest shades and patterns,

Now on sale at. . . . 38c

MEN'S FINE BALBRIGGAN UNDERWEAR, EACH 32c

Pajamas

English flannelette Pajamas, well made and trimmed. Sizes 34 to 42. Reg. value $2

Sale Price 95c

PURE IRISH LINEN HANDKERCHIEFS REG. 25 AND 35c, SALE PRICE 13c.

Men's Hose

Black cashmere hose, English make, seamless, sizes 9½ to 11;

Sale Price . . 19c

[illegible]

Sale Price . . 38c

MEN'S PURE WOOL UNDERWEAR, SUMMER WEIGHT, EACH $1.00

Archie McGillis
THE CASH STORE

THE PROPER CLOTHES

for every man in every walk of life are to be found here.

In gathering together our immense stock of CLOTHING and MEN'S FURNISHINGS we have considered the needs and tastes of all classes of men.

Here the man of conservative tastes will find thoroughly genteel styles of eminent good taste and full of character.

If you are young in heart or years—with an eye for the unusual—you also will find here the styles that appeal to you.

It is our aim and endeavour to serve all men well and satisfactory.

Come and see what we can do for you.

H. LeBRUN & CO.

IN OUR

Clothing Department

We offer for the present season an immense stock to select from

Our Children's Suits at $1.95, $2.50 and $2.75 are very special

Youths' Suits $3.25, $3.75, $4.50 and $5.00 are worth 1-3 more

Men's Suits at $7.50, $9.00, $10.50 and $12.00

We have had a big sale for them

PETER FARRELL & COMPANY

CANADA'S GREATEST CLOTHIERS

J.H. Blumenthal Sons Limited

Uptown Blumenthals Building

CORNER ST CATHERINE AND BLEURY STREETS No Branch Stores

MEET US FACE TO FACE

And we will prove to you that we sell
—Better Qualities
—Better Values.
—Better Styles.
For less money than any other clothing store in this city.

Blumenthals sell the best high class hand tailored suits of imported English worsteds and Tweeds — latest models — some class at 15.00

Latest 1912 Models

18.00 AND 20.00

Men's Suits in the latest Spring and Summer models, 2 and 3 button sac and tailored by hand of imported English Fancy Worsted, in brown, grey, Oxford blue and cinnamon shades.

English & American Models

22.00 TO 35.00

Spring and Summer Suits, in the best qualities of English and French imported Worsteds, Casimers and Tweeds, and made by highly paid tailors, in the latest English and American models.

Reg. 20.00 Suit Tomorrow

AT 15.00

A Smart Summer Suit in finest English Worsteds and the latest shades and styles. Regular $20.00, to sell Saturday . . . $15.00

Men's Handsome Suits

10.00 AND 12.00

Made of fine English Tweeds in all the latest colors and styles. A feat never accomplished before by any other store in Canada.

You'll never be in the DARK-BUYING in our STORE
Everything Marked in Plain Figures.

A group of four ads, in which improvement in type face and in arrangement is easily possible.

CLOTHING FOR MEN AND BOYS

Manufacturers sizing up the Fall outlook — Individuality in the Western demand—Natural figure preferred—Some overcoating changes predicted—Brighter colors in the new Spring fabrics — Tweedy mixtures combining several different shades and in neat though rich effect.

CLOTHING manufacturers are now concentrating upon the production of their Fall lines, and have arrived at that stage where a reliable estimate of likely demand for next season is all important. Reports from the west indicate favorable conditions, but in the older provinces, where Spring business has been slow, and where, in any event, manufacturers are within easy reach, there is not the same disposition towards next season's requirements. Once the Summer business has acquired its proper swing, however, it is felt that an increasing confidence will be shown in the year-end prospect.

THE COMPLIMENTARY FIGURE.

Apart from those style changes described in this paper for next season, little that is new is being shown. Suits will follow the natural line of the figure. In the eastern provinces a more pronounced English type has been accepted, and the London and New York influence is thus more clearly evident than in the west, where the demand is for a complimentary figure rather than style extreme. When novelty features were introduced a few years ago, in the form of oddly-cut pockets and much be-buttoned cuffs and flaps, the general trade in the west took to them kindly enough, but when it comes to a question of figure the west will tolerate no experiment. Clothes must fit well and the line must be favorable. Thus, it may be said, the clothing demand from the west is developing a certain individuality.

The time has gone by when a manufacturer can take cloths required for order from the west, and those selected by a customer in the east, and cut them at one and the same time. There are different tastes to consider, and this is one of the changes that has developed in clothing manufacture within the past five years. Merchants are studying their demand more closely, and are more particular in their specifications.

Some change in overcoats for the Fall season is predicted. While those of the Ulster type in rough-finished fabrics and with convertible collars will still be a strong feature, the opinion is expressed that there is a feeling for fabrics of the melton and beaver class, and the velvet collar. This may be only a very remote development, and should have no marked effect upon the demand for the class of overcoat which has been favored for the past three years, which is in every way suitable for the Canadian climate, and which is almost indispensable for certain purposes.

BRIGHT COLORS FOR SPRING.

Fabrics for Spring are now being considered by manufacturing houses, and while from many of those seen it may be concluded that brighter colors are coming, their application will still be along conservative lines. Many of the new cloths are of a tweedy mixture on the heather order, but with a richer showing of color. Some samples show such colors as brown, gold, purple and green in very dainty mixture treatment and with narrow stripe, resembling a boucle, but not so pronounced. These stripes are not of a solid color, but rather emphasize the different tones of the fabrics. The cloths are mostly 14 and 15-ounce, and in pattern some of them might be mistaken for dress fabrics. Browns and greys are the predominating colors, although in many samples colors are so introduced as to suggest a changeable or uncertain effect to the basic shade. On the other hand, there are many less extreme patterns in fine two-tone effects, brown and grey predominating.

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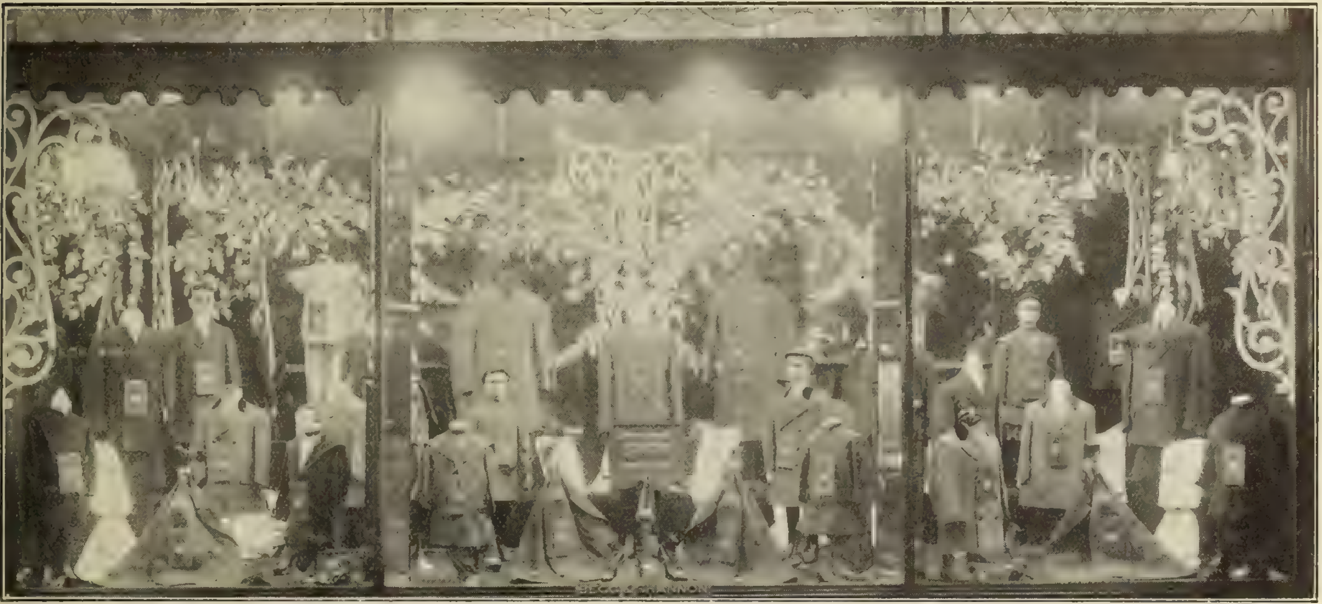
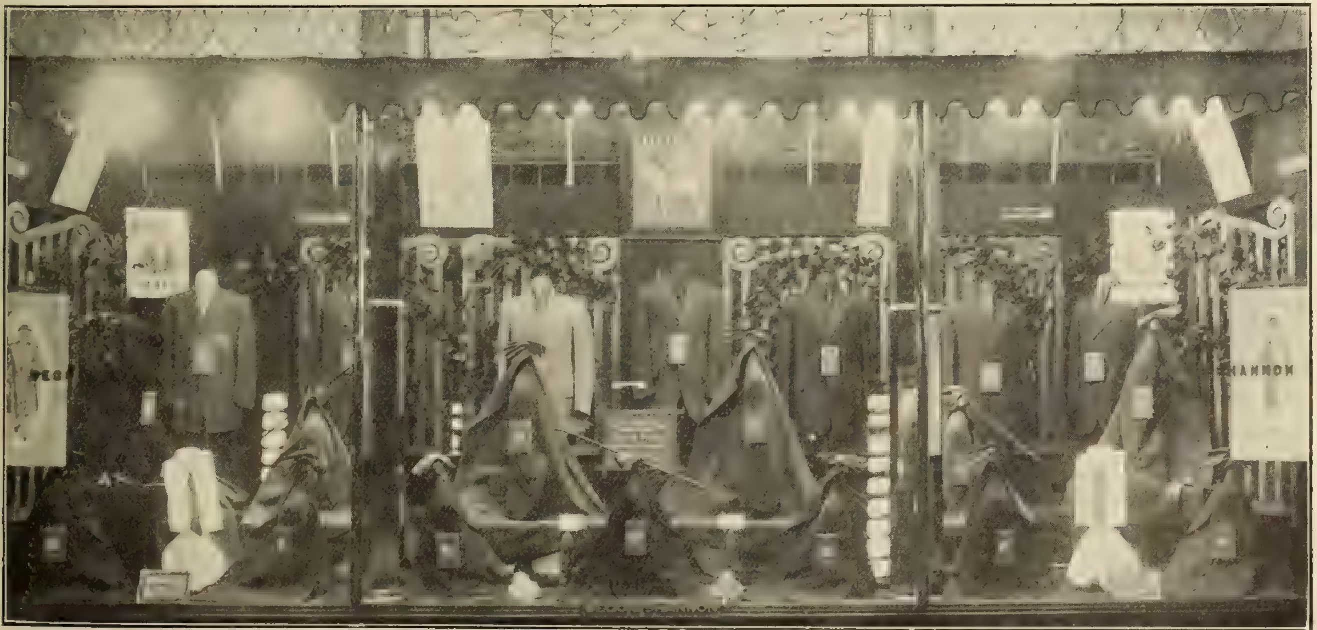
Authorities state that, owing to the vogue of high-buttoned vests, Ascot ties will be a feature of the Fall reason. In fact, they are being asked for already in the high-class trade, and will undoubtedly come into general use later. The predicted change in the style of overcoat collars will also, it is claimed, create an increased demand for knitted mufflers.

Clothing Windows that Command Attention



Spring display of boys' and men's clothing, by Fred C. Petrie for Begg and Shannon, Hamilton. Foliage twined lattice and bracket work was the background feature in each. Each window may be said to have been a series of units, arranged so as to avoid severity of grouping. Shirts, neckwear and other accessories were introduced. Every garment had a price ticket.



How They're Introducing Combinations

Salesmen report that the demand for one-piece garments is growing steadily—Some customers are skeptical but arguments presented are in the majority of cases sufficient to make a convert—Overcoming an unreasonable prejudice by familiarity with improvements in manufacture.

HOW to introduce and sell combination underwear to a customer who had never worn it before was the problem which The Review gave to salesmen last month. The answers received indicate that the problem is a live one in men's wear shops and that it is being very successfully met. In dealing with a case such as described, once the unreasonable prejudice against combinations is broken down the rest is plain sailing.

A salesman must be thoroughly posted in the merits of his stock and be able to talk about them. He must remove the skepticism from the mind of the customer. This may be done in different ways. One writer converted his man when he took his measure and compared it with the size of the garment shown. Another man states that, if he can mention the name of one prominent business man who is wearing combinations and is satisfied with them, it can be used as a great lever with a doubting customer.

In combination underwear, the degree of perfection obtained by manufacturers is such that the former causes for objection, which a salesman often met with, have been almost entirely eliminated. The point has been reached where it is safe to guarantee perfect fit to the customer. This fact is the explanation of the growing popularity of combinations. In the great majority of cases they are lines which men's wear dealers can handle with confidence.

Three replies have been selected for reproduction from those that were received. One is by Reg. Brown, with Cressmans, Peterboro; one of F. C. S. Packman, D. E. Macdonald & Bros., Guelph, and a third by a salesman in one of the King Street shops in Toronto, who asks that his name be eliminated. Mr. Brown's reply follows:

Customer enters.

Clerk: "Good morning, sir."

Customer: "Good morning. I would like to look at some underwear.

Clerk, after sizing up the customer, proceeds to show different lines. After stating their good qualities, and while the customer is inspecting them, he inquires: "Did you ever try combinations?"

Customer: "No, I have always worn two-piece garments."

Clerk: "Probably you have never considered the advantages which the combination has over two-piece underwear?"

Customer: "No, I have not."

Clerk: "There is no reason why combinations should not fit you perfectly, and you would overcome all the disadvantages of two-piece underwear. No doubt you have found that your shirt, particularly in warm weather, has a tendency to creep up around your waist, making you very uncomfortable. Your drawers have also to be fastened to your trousers, and this interferes with the hang of your trousers. Often, after receiving drawers from the laundry, they are minus the supporters, thus making it rather awkward to keep the drawers in position. On the whole, our combinations fit so well they are like a second skin, and make you feel as if you were altogether instead of coming apart, as is the case when you wear two-piece underwear."

Clerk proceeds to show a suit of underwear.

Clerk: "I am sure if you ever started wearing combinations you would find what I say is right, and I do not think you would return to two-piece underwear again."

Customer: "I had never considered combinations, but now you have explained their advantages, I think I would probably learn to like them."

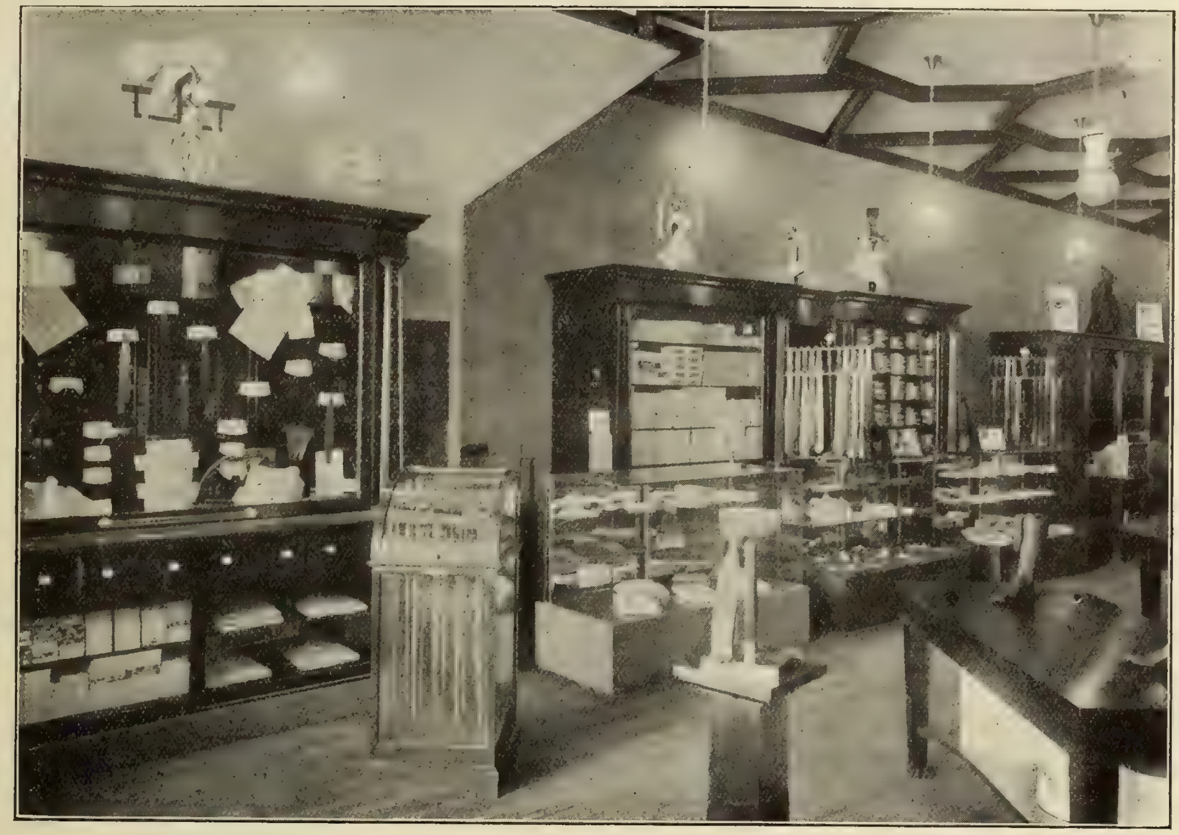
While customer is looking at the first suit shown the clerk proceeds to show a better grade.

Clerk: "Here is a better quality, sir, which I feel would give you better satisfaction. It is a line we have handled for some time, and can fully recommend the quality, also the fit."

Customer: "I think I shall try the better garment on your recommendation, and if I like them will call again next week for a better suit."

Mr. Packman's reply:—"We find the combination underwear trade growing rapidly. When a customer asks for a suit of underwear, the first thing to do is to find out what kind of underwear he has been wearing. He will in nearly every case say, 'Oh, I don't know. Just show me something about 75c. or $1 a piece.' That is where the salesman has him. He can show him the combination lines and explain how much better are the fit and comfort, and without increased cost on the two-piece garment.

"A few days ago I had a man in for underwear. He was very particular and hard to fit. In fact, he could never get anything to fit him, and as soon as I mentioned the combination he laughed at me. I



Interior of the Lyons Tailoring Co.'s Store, St. Catharines. This view is of particular interest by reason of methods employed in display furnishings. Note cases, stands, tables and counter fixtures.

did not take him seriously, and for a while talked about something else. Then I sprang the combination at him again. I explained to him how well it would fit. I measured him, then measured the underwear and showed him that it was impossible for him to get a misfit. He decided to buy the combination suit. I said to him, 'Now, if this does not suit you when you try it on, just bring it back and we will be glad to refund your money.'

"He was back the next week, and wanted another suit. He thanked me for taking the time to suit him so well."

How the Toronto salesman deals with the underwear customer:—"In selling combination garments. or, in fact, anything else of which the customer is not certain, I have found it to particular advantage to refer to some well-known business man who has adopted the article and whom we know to be satisfied with it—and the bigger the man the better. Some very prominent men buy their furnishings here, and when a young fellow has half a notion to ween himself from two-piece to combination underwear, I have clinched the proposition by saying that Mr. So-and-so is wearing them and is highly pleased with them. If I know the young man to be an athlete, I mention the name of some man well up in sporting circles, and it has a telling effect. Never do I make a reference, however, that is not absolutely truthful. Of course, you must convince the customer that he can have combinations in the correct size, and that there are features about them which cannot be claimed for the two-piece—only one layer about the waist, none of the discomforts of a creeping shirt or of baggy drawers, comfort in the crotch and under the arms, and a general sense of smoothness, assuring him also that, if the garment is unsatisfactory his money will be refunded.

"We have developed a good business in combination garments, and as the result of the attention which the manufacturer has given them, we seldom meet with trouble in fitting every figure that comes along."

Season's Vogue in Hats and Caps

EXTREMES in Derbies are gaining in favor, new numbers being added to ranges. Manufacturers are confident that extremes in low crowns and wider brims will continue to lead as the season advances. Three-inch brims are spoken of. One of the latest blocks has 4-inch crown and 2½-inch brim. This hat is selling in exclusive stores.

Will customers wear these extreme styles? They were worn in 1880, and fashion cuts of that period show that men wore much wider brims and lower crowns than at present tdopted. Manufacturers, therefore, claim that men will not hesitate to again favor this style. There is good precedent at any rate. One peculiarity of the extreme widths is that no stiff hat will rest on its side without support.

The new styles are essentially for young men, but older men will adopt them as the accepted vogue, resulting in increased demand. Those models already sold and later blocks now reaching the trade are banked on for large sales.

In these blocks, black is ordered in usual size ratios, and brown is well thought of in sable and Cuba shades. Some rough felt stiff hats in dark grey and soft brown have been tried out in larger stores, but these numbers are never expected to be other than novelties. Silk or Ottoman cord bands and bindings are put on, as preferred.

Soft hats—scratch up, rough felts, tweeds and wool mixtures are in greater demand than ever. Shapely fedoras of fine, fur overtop wool felt in browns, tans and greys (black and white hair finish) lead. Stitched tweed hats are shown in a variety of patterns, mostly small. Neat effects in these have been accepted by the trade with more than usual confidence.

Buyers are choosing more dressy blocks with turban brims. It is felt that customers want more genteel styles and are giving more attention to appearance. Snap brims are not selling as well for this reason. Owing to values and styles, there is a falling off in sales of ribbed top hats. This is to be expected, as they have been selling for some time. Novelties, especially in rougher-finished hats, easily offset this depreciation.

Extremely rough and lightweight soft wool fabrics, appear in plainer greys and browns. Sales have been as good as expected in imported velours in nutria and brown shades. Creased crown, turban brimmed shapes are favorite styles for the better class trade. They are quoted at prices from $30 to $60 dozen, and most buyers are selecting a few to tone up stocks.

Fall orders on cloth and knitted caps have been fair with ensured delivery on “aviators’ ” and patented makes. Caps made of soft, heavy fabrics, browns and grey mixtures and staple black and blue materials have sold fully up to last season. Fancy patterns in overcoatings are exclusive with some houses, but the different ranges give good selection. Lightweight, broad peak, full top caps for Midsummer are always wanted and some effective designs are carried at usual prices.

Merchants are buying better goods and paying more attention to quality and finer makes. The average price of hats sold this year is fully $2 dozen higher than last year. This is an indication of how merchants intend to or should increase sales this Fall.

Manufacturers are busy preparing for 1st to 15th August delivery. Spring, 1913, samples will be ready about July 1st, although western sets are usually forwarded a few days earlier.

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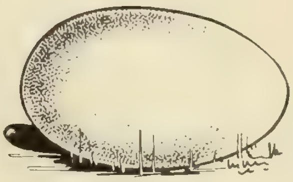
“When a woman buys seven $5 shirts for a man, that would prove something. That she has a husband worth while, and that the shirts are worth while.” In this attractive way the ad. man for a large store introduced the subject of shirts in a general dry goods ad.

The Hen

Don't Waste Time

figuring out why a BLACK
hen lays a WHITE egg; but

GET THE EGG



The Egg

It's the man that DOES things that gets there

ENOUGH said! We offer you a square deal, and let our goods win or loose your account by the showing they make.

Tear Out This Page

Mail it to us with your name and address below; and we will send, all charges prepaid, freight and packing included, samples of our three or four leading lines of overhauls. You can keep them, look at them at your pleasure, and if they are better than the line you now sell, we win. If they are not, we lose, and back the samples come, at no cost to you.

"Advertising Matter Free." **"One Agent in a Town."**

LEATHER LABEL OVER-HAULS

"Good as the Wheat"

(Not the largest factory on earth, but big enough, and growing.)

Put Your Firms Name and Address Here

I will examine and look over your samples, but I am not obligating myself to keep them unless I see fit to do so.

NAME ....
TOWN ....
PROVINCE ....

The Leather Label Over-haul Co., Limited

Manufacturers of High Grade American Overhauls

Walkerville, Ontario

High Standards in Over-haul Production

New factory of Leather Label Over-haul Co., Walkerville, equipped for smooth-running co-operation of all departments — Building is 80 per cent. glass and increases production 500 per cent.— Every provision for welfare of employees — Automatic conveyors for handling goods.

A FACTORY building which gets as near to the last word in those features which have to do with economic operation and all-round efficiency in production as would seem to be possible, has just been completed by The Leather Label Overhaul Co., Walkerville, Ont. The building which is 60 feet wide by 150 feet long, is of concrete and steel, three storeys high and absolutely fireproof. Light is a great essential in the modern factory, and it will be seen how well this has been provided for from the fact that the building is 80 per cent. glass, including a skylight roof. The plant is capable of an increased production of 500 per cent.

The new home of the Leather Label and Overhaul Co., Walkerville. It is of concrete and steel, absolutely fireproof. The building is practically 80 per cent. glass including a skylight roof.

SANITARY FOUNTAINS.

Believing that satisfied employees do better work and more work than dissatisfied ones, everything possible has been done for their welfare. No drinking cups are used in the building. Instead, sanitary fountains similar to those adopted by many of the large cities in their parks and buildings have been installed. The plumbing is of the most modern and up to the present time, owing to the enormous of glass, it has been found unnecessary to even instal electric lights, although the building is wired for electricity.

BELT CONVEYORS.

All of the material in the factory is handled by automatic chain belt conveyors. This modern method does away with the dangers of an elevator. It takes the goods up automatically and carries them to the proper floor, dropping them again in wire baskets. All baling is done by a hydraulic press. In the stockroom it is unnecessary to use electric lights as the rows of shelves are so constructed that there is daylight on every side.

NO DANGEROUS SHAFTING.

Probably most important of any provision for the safety of employees is the absence of overhead or underfoot shafts, electric wires or anything of the sort. Machines are run by electric motors and the wires are carried in conduits in the floors. In the accompanying illustration, showing a corner of the top floor, with its excellent light, and well-arranged equipment, it will be noted that there is hardly a pipe or a wire discernible.

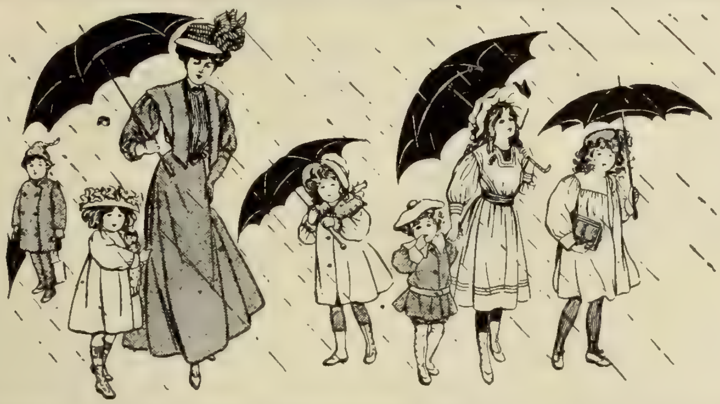
Not only the machines, but the baling press, the conveyors taking the place of elevators and even the apparatus in the cutting department, are run by electricity.

ALL-ROUND EFFICIENCY.

There are those who think that the pleasant workroom and the

(Concluded on page 98)

A corner in the top floor of the Leather Label Overhaul Co.'s building, Walkerville. The view illustrates very strongly the daylight advantages of the building.



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The Cravenette Co., Ltd.

DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.

REG? TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" C? L?

Facsimilie of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

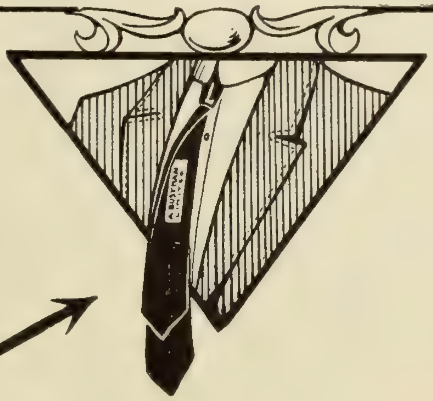
IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

THE LASTING ADVERTISEMENT

is the one attached to a satisfactory article a handsome woven silk label. It talks for you as long as the article is worn and after.



Advertise with Artistic Woven Labels

If Your Goods
Are Honest
Value

WRITE FOR SAMPLES

In buying a label, buy one that lasts: Colonial Weaving labels are artistically woven in first quality materials.

Write to-day for our samples

The Colonial Weaving Co.
LIMITED
PETERBORO -:- ONTARIO

Feature Leaders in Sweater Coats

Great opportunities in this line for the men's wear store or department — Concentrate on those lines whicn have proved their selling merit — Placing a limit on sample lines, a point that is being considered by manufacturers

THE general experience in selling men's sweater coats is that staple garments are wanted, and it is also worthy of note that V neck styles have been almost eclipsed by the demand for high, tri-collars and roll neck effects. Except in the case of shorter length garments for both athletic and outdoor wear high neck styles have been demanded altogether by departments or exclusive men's wear stores. One manufacturer makes the assertion that throughout his entire season's orders to date, there is not a single V neck style included.

It is still evident that sweater coats for men are made too long. While 28 and 30-inch garments have sold well, it is argued by some manufacturers that the average man wants a garment 24 to 26 inches long, a coat that can be worn under a sack coat and as a secondary garment for wear on cool evenings, when an overcoat is too heavy, or again, when severe weather makes the use of a sweater coat a precaution a dressy man wants to wear his sweater coat as an extra vest and except for working men, who wear a knitted coat instead of a suit coat anything longer than 26 inches is unnecessary.

It is claimed that salesmen can educate customers to their advantage along this line by drawing attention to the matter of length including neatness, better style and equal warmth.

For both athletic wear and as a wrap, sweater coats for men are bought to a standard of value. This fact is possibly the reverse of what is evident in selecting garments for the opposite sex. In comparing this season's orders with last season's samples, buyers are taking almost identical lines and, except that greater assortments are available, the success of these different garments is based on values alone.

With all the selections there is only occasionally some leader which can be picked out of a range, but for selling merit it is possible to choose a satisfactory showing from almost any comprehensive sample lot.

COUNTING ON THE LEADERS.

Many buyers are taking quantity lots at prices to retail at special advertised prices and, whether it is import or domestic, are counting on these leaders to effect a good season's sales.

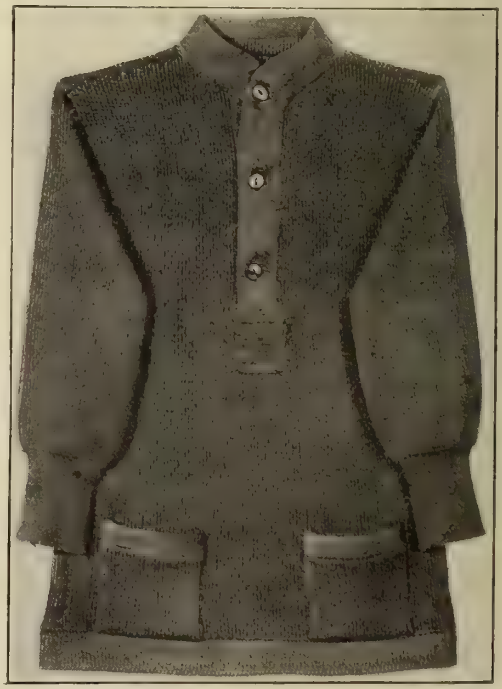
Larger buyers are putting in garments as low as 69 cents to retail, both men's and boys', and while the ranges cover values up to $4.95 retail, they are counting on obtaining quantity prices to finish the season. As they are depending on values they are also looking to quantities to make the season's turnover a success.

REGULATION ARMY COAT.

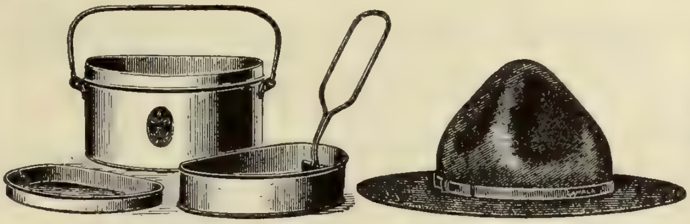
Taking selections as a whole, there are a number of fancy racks added, but it is the cardigan rib garments which are leading. One of the very newest coats to be shown to the trade is to be carried out in different colors, but identical in style with the regulation sweaters adopted by the United States Government for the army. Whether the actual quality would appeal to Canadian buyers or not is a matter of conjecture as some merchants have a preference for a lofty finished garment, but there is no question of the service contained in the clean, hard-finished yarn and weave. The style of this sweater is between a pull-over and open front coat style, with V neck opening fastening closely at the neck in military fashion. The first sample shown in this market is made in khaki shade and finished with pockets.

THE LEADING COLORS.

Colors selling are about in proportion to last year's ratios. The leading shades, grey, tan, royal, navy, green and Burgundy, and combinations of these colors are being taken according to locality.



Regulation Army Sweater Coat, adopted by the U. S. government. Courtesy Reliance Knitting Co., Toronto.



With Spring Come Boy Scout Activities

and a large demand for new suits and equipments.

"Are You Prepared"

to handle this growing business or are you letting the other fellow become the "official outfitter" of your town?

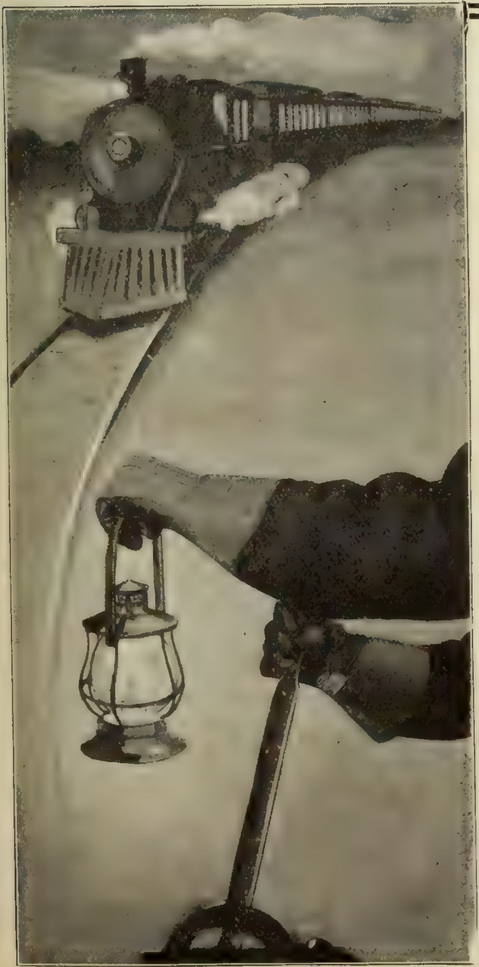
"Miller's Official" Outfits are recognized everywhere as the first in America, and we are authorities on Boy Scout and Girl Guide Uniforms.

We also specialize in Militia and Cadet Uniforms, and all duck and service clothing for Barbers, Waiters, Cooks, Butchers, Doctors, Bartenders, Porters, etc.

Write Dept. No. 1 for illustrated catalogue, mentioning what you particularly are interested in

The Miller Manufacturing Co., Limited

251-253 Mutual Street : : TORONTO



Every Glove Buyer Should Know These "Danger Signals"

ODDS and ends and unsalable numbers—occasional loss of sales—lack of interest among salespeople. These are the forerunners of an unprofitable glove department.

Dealers who handle "Asbestol," Eisendrath's Celebrated Horse Hide Gloves and Mittens have no such worries. For the "Asbestol" line is made up of practical numbers which are in demand by all classes of men who have learned to select a dependable glove to fit their particular requirements. And the line can be depended upon for service, sales and profits. "Asbestol" Gloves and Mittens stand the tests of steam, heat and water.

YOUR JOBBER CARRIES THE STOCK AND CAN SUPPLY YOUR NEEDS.

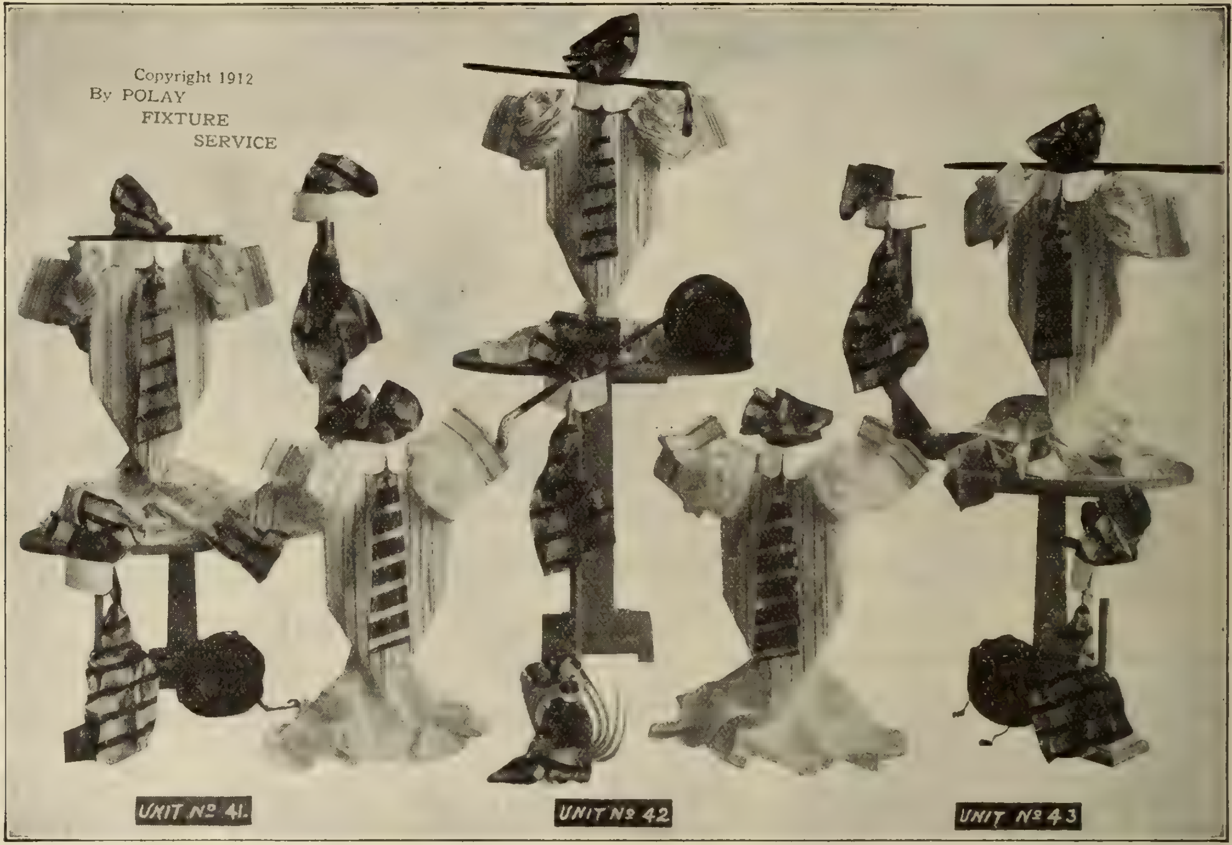
EISENDRATH GLOVE CO.

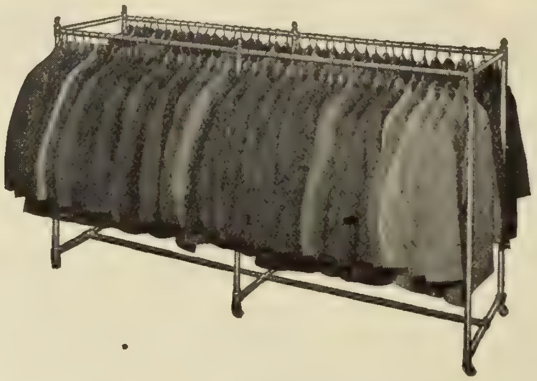
CHICAGO -:- -:- ILLINOIS

The "ASBESTOL" trade mark is registered in Canada.

Trim by Taylor Mfg. Co. on Fixtures shown on the opposite page

This trim shows how easily the most attractive effects can be quickly and easily obtained by the use of inexpensive Taylor Fixtures. Get our complete catalogue. It shows many trims of equal effectiveness.





No. 74B.
Combination Suit Hanger, Rounded Shoulders.

Double Bar Oxidized Copper and Polished Steel Tube Racks

SHIPPED K.D. No tools required to set them up—perfectly rigid.

Suit Rack, 5 feet high

PRICES OF POLISHED STEEL TUBE RACKS.	
6 feet long, 6 posts	$10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Overcoat Rack, 5 feet high

PRICES OF OXIDIZED COPPER TUBE RACKS.	
6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

SIDE RODS FOR DOUBLE DECK RACKS, 6 and 8 feet long, $1.25; 10 feet long, $1.50.

The Taylor Manufacturing Company

Prices of Fixtures used in trim shown on the opposite page

UNIT No. 41.

Adjustable and Tilting Kite Shaped Shirt Stands, each **$1.75**	$3.50
Oval Slab	1.50
No. 300 Pedestal, 12 in.	1.50
24 in. Collar Stand	.85
12 in. Collar Stand	.85
Total	$8.20

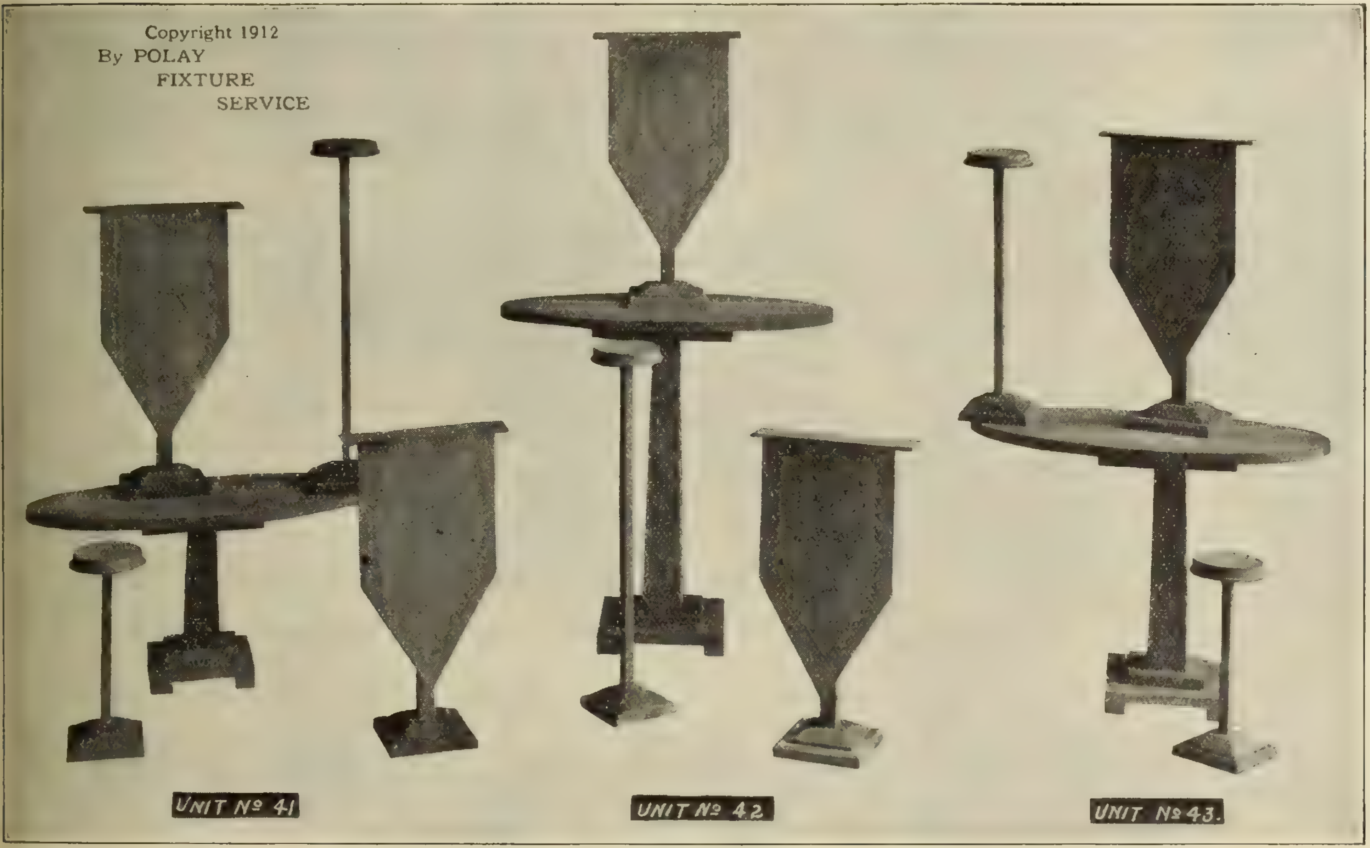
UNIT No. 42.

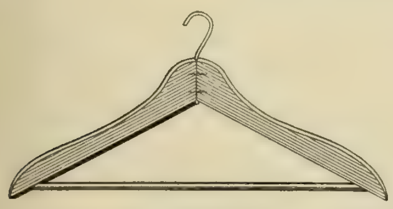
2	Adjustable and Tilting Kite-shaped Shirt Stands, **$1.75** ea.	$3.50
1	Oval Slab	1.50
1	No. 300 Pedestal, 24 in.	2.00
1	24 in. Collar Stand	.85
	Total	$7.85

COMPLETE SET, $22.50.

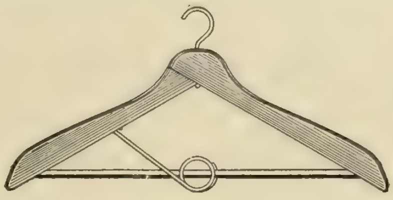
UNIT No. 43.

1	Adjustable and Tilting Kite-shaped Shirt Stand	$1.75
1	Oval Slab	1.50
1	18 in. Collar Stand	.85
1	12 in. Collar Stand	.85
1	No. 300 Pedestal, 18 in. high	1.75
	Total	$6.70

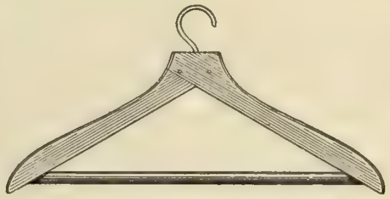




No. 33 I.B. Combination Hanger Inserted Trouser Bar ..$7.50 per 100
Same in Boys, 15 in. wide 7.50 per 100



No. 64. Combination Suit Hanger with wire attachment.$9.00 per 100
Boys, 15 in. wide ..... 9.00 per 100



No. 321. Combination Hanger $5.00 per 100

Our new complete catalague now ready
Write us to-day for your copy

2 Queen Street North, Hamilton, Canada

A clean, light Oxford shade in better numbers, and mid and dark Oxford continue to be the quantity colors. A new slate grey has done well. Tans, champagne and soft tones in browns are going better than formerly, which is an indication of possible business. Athletic shades and college combinations are taken to some extent, anticipating the demand, and are mostly white with contrasting color or especially royal and cardinal or the opposite combinations. Special orders of this nature are not expected until later in the season.

SUCCESS OF SHAKER KNITS.

Shaker-knit sweater coats are selling fairly well and, since the beginning of the year, other manufacturers have commenced making them. There are now four mills with machines, and values are quite similar at from $24 to $36 dozen, any advantage being in the finish and workmanship, which is only apparent through comparison.

It is mostly to the sporting trade supply stores and exclusive men's wear shops that these heavy garments appeal, but although they appear clumsy there is an indefinable attractiveness besides warmth and comfort, which are the main features. Service is another consideration, and it is practically impossible to wear out a garment of which reasonable care is taken. Early Fall will see these garments selling successfully.

DEFINING SAMPLE HINTS.

Owing to the increased numbers of samples which were carried this year for placing and the necessity to define a limit, it is felt by manufacturers that assortments could be cut down if value and quantity were placed before diversity, and if selling energies were applied to fewer numbers with more force. It is pointed out that experience along these lines means growing success, and greater sales and that those buyers who take a quantity (say, for instance 5, 10 or 20 dozen) of one number, and are sure of values, colors, etc., and apply advertising, salesmanship and display space show better profits than those, who buy equally as much and spread selections over more numbers.

It is only a matter of concentration for mutual advantage for both manufacturer and retailer. While there will always be competition tending to warrant more samples, the standard of sweater coats makes it possible to eliminate several numbers originally shown. Some manufacturers intend doing this both in styles and shades, and will reduce their ranges to minimum assortments embodying the fullest values they make. This will invite safe quantity orders and ensure right deliveries. Many buyers are already co-operating, believing this step to be in the right direction.

Travelers are going out about August 1, and outside of a few numbers which may be considered worthy of representation, the balance of ranges will be confined to leading numbers as best value at respective prices. Although advances are predicted and have been advised on import ranges, it is not on lines that compete in Canada. As far as present prices are considered, there is not expected to be any change. For repeat business buyers will know their best sellers, and will be guided accordingly.

High Standards in Over-haul Production

(Concluded from page 92.)

employes' welfare idea can be carried to extremes. The Leather Label Overhaul Co. believe that the more you do for your employes and the more pleasant you make their surroundings the better work they will turn out. That this is no mere fiction is evident not only from the high standards of workmanship represented in the product of this concern, but from the thorough organization and co-operation of all departments. In no other way can a concern concentrate perfectly upon production and delivery.

Your Opportunity!

Take Advantage Of It!

THE MACLEAN PUBLISHING COMPANY are continually offering their local representatives better and more substantial opportunities.

Have you ever stopped to consider these? They offer:

1. An excellent training in Salesmanship.
2. To live men, one dollar per hour for every hour of their spare time.
3. Promotion to the regular circulation staff of the MacLean Publishing Company.

The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

Persons acting in this capacity come in contact with the best men in Canada. A greater experience could not be wished for.

If you want to be a 100 point salesman, if you want to train so as to be qualified for bigger positions later, write us to-day!

MacLean Publishing Co., Ltd.
143-149 University Ave. - Toronto

Our Fall range is now complete and consists of

Sweater Coats for Men, Women and Children, Toques, Sashes, Mufflers, Mitts, Gloves and Hosiery.

A Summary of Knit BEAVER BRAND Goods

STYLE backed by QUALITY

and Quality Re-inforced by Workmanship

In summarizing the qualification of Beaver Brand Knit Goods you will come to the conclusion that the above combination is self evident throughout the entire line.

Before placing your fall orders it will pay you to look over our entire line.

For Summer sorting our Sweater Coats are unequalled for style, fit and quality, and will appeal to the tourist trade.

WRITE FOR SAMPLE

R. M. Ballantyne, Limited

STRATFORD : : ONTARIO

HAVE YOU ENOUGH

"Chester" Negligee Suspenders and Leather Belts?

You have probably unpacked our first shipment of "Chester" Summer Specialties—and know now just how far it will go.

Are you **sure** you have enough to carry you through the hot weather?

Our reserve stock of "Chester" Negligee Suspenders and Belts is complete in every style—but repeat orders are coming in very rapidly.

To be on the safe side, why not send in **your** repeat orders **now**, and thus insure prompt delivery and complete stocks?

HALLS LIMITED

BROCKVILLE, ONT.

Complete Stocks Carried at our Winnipeg Warehouse, 148 Princess Street.

Men's Wear Store and Window Lighting

How to get best results from both daylight and artificial lighting — Points every dealer should consider — Arranging the lamps so that light will be uniformly distributed over area to be illuminated

(By J. G. Henninger.)

QUITE a problem presents itself to the average men's wear dealer when he is confronted with the necessity of providing a good system of illumination for his place of business. There are many lamps and reflectors on the market, and they all look more or less alike to him. The lamps vary a little bit in size, and he has some indistinct idea that one will give more light than the other. Reflectors differ in color, size and shape, but what it all means he does not know. As a rule, the merchant leaves the problem of lighting his store in the hands of a local contractor or fixture dealer, who in most cases puts in what looks right according to his judgment and experience. Now, as a matter of fact, a system of illumination can be made right or wrong, just as well as a suit of clothes, and the merchant should spare no pains to see that he gets an illumination system which is made correctly. Conditions to be met with are so many and varied that it will be impossible in the short space of this article to deal with them all. However, the writer will take up a few general principles which, if observed, will aid the merchant in getting a satisfactory system of illumination.

DAYLIGHT ILLUMINATION.

First of all, the daylight illumination of the store should receive careful consideration. If this is not done, the store will either look dark and gloomy, or it will be necessary to provide some artificial light in part of the store at least. The average store will be between 20 and 30 feet in width, and possibly 60 feet in length with a 12 to 14-foot ceiling. Usually the only natural light available is received from the front and rear of the store. It is common practice to have a stock room or office at the rear of a store; hence daylight is cut off from this direction, and all that is received must come through the front windows. Wherever skylights are used, they are of great value in brightening up the store. In order, however, to get the full benefit of daylight, the light which comes through the windows and skylights must be controlled and directed in some fashion. If ordinary ground glass or clear glass is used in the skylights and windows, there will be a brightly lighted area near the front windows, and another one underneath the skylight, while the intervening space will be comparatively dark. By means of prismatic glass it is possible to so direct the light that comes through the skylights and through the front windows that fairly uniform illumination can be obtained over the entire store. The first cost of purchasing prismatic glass and of having it set is comparatively small, while its advantage in the saving of light bills and providing good daylight illumination will by far outweigh the first cost.

Figure 1 illustrates how prismatic glass distributes the light received from the skylight, while Figure 2 shows how the light passes through an ordinary skylight fitted with ground or ripple glass. Figure 3 shows how prismatic glass is used above a show window to direct the light into a store, while Figure 4 shows what happens in an ordinary window.

DECORATIONS SHOULD BE LIGHT IN COLOR.

As a further aid to both natural and artificial illumination, the interior decorations of the store should be light in color. It is folly to have walls, ceiling and woodwork dark in color, for dark colors

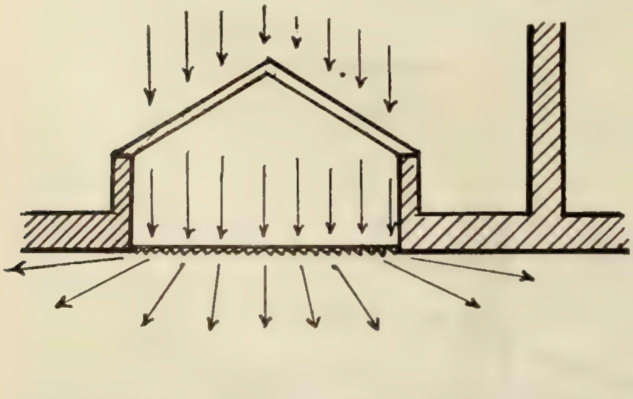


Fig. 1.—Sky-light with Prism glass.

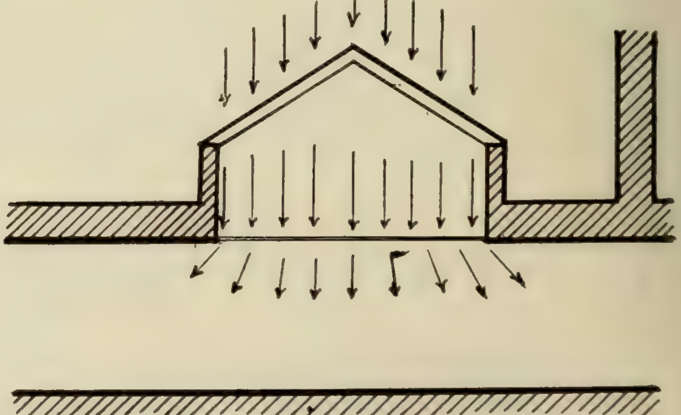


Fig. 2.—Sky-light without Prism glass.

GET ACQUAINTED WITH THE BOYS

of your town and you will be laying the foundation for their business when they are men.

"LION" BRAND Bloomers

make friends for the dealer. They please the boy and win the parents approval.

We make bloomers, suits, knickers and overalls.

Write for Samples.

"The Jackson Bloomer"

The Jackson Mfg. Co.
CLINTON
Factories: Clinton, Goderich, Exeter

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED
73 King St. East, - - Toronto

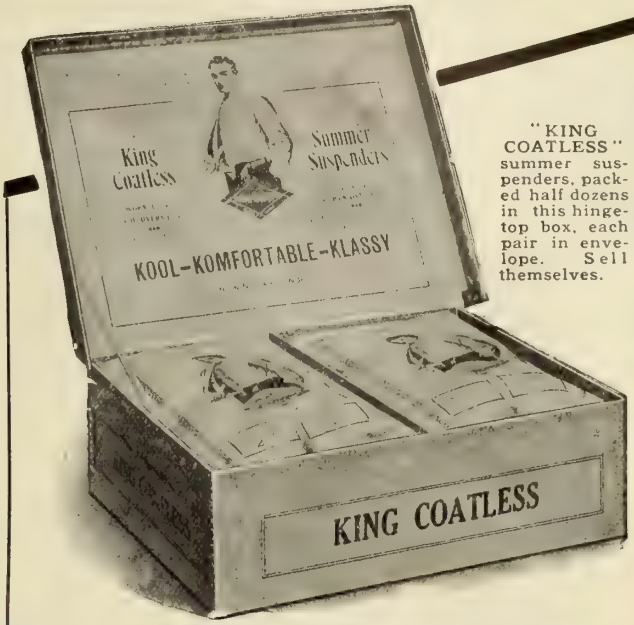
INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

IMMEDIATE DELIVERY



"KING COATLESS" summer suspenders, packed half dozens in this hinge-top box, each pair in envelope. Sell themselves.

"KING COATLESS"

Summer Suspenders

2, 3 or 4 points.

1. Made from sweat proof elastic webbing.
2. Self-adjusting, sliding back.
3. Rustless, adjustable buckles.
4. Patent goose-neck button-loops—can't slip off.
5. Advertised in leading newspaper and magazies.

$3.80 the dozen.

for either 2, 3 or 4 point

"MORRIS" PAD GARTERS

For Particular Men

1. No metal parts touch flesh.
2. Light, yet strong elastic keeps them snug fitting.
3. Simple swivel attachment sewn right through into pad—can't tear or pull out.
4. Flexible rubber grip tips, can't tear socks.
5. Adjustable, rustless buckles.

Assorted colors. Each pair in box.

FOUR GRADES OF QUALITY

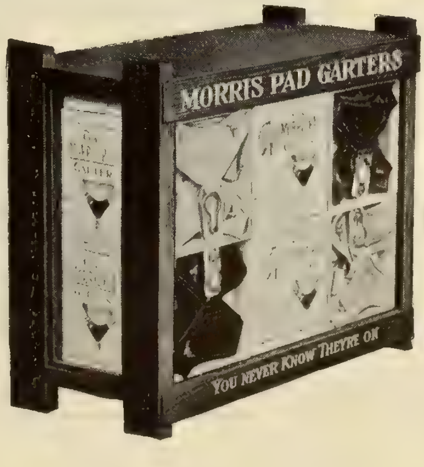
"Morris" B garters $2.00 the dozen
" BB " $2.15 "
" A " $3.50 "
" AA " $4.00 "

WIRE RUSH ORDERS AT OUR EXPENSE

THE KING SUSPENDER CO.

TORONTO, ONT.

This handsome Garter Case as photo, given FREE with order for six dozen (3 doz. assorted and 3 doz. of any one quality) "Morris" Garters. Get one at once.



absorb light and in order to get anywhere near the same effect, the lamps must either be increased in size or number.

In order to be well illuminated, a store must have sufficient light; the light sources must be properly placed and they must be equipped with the proper reflectors.

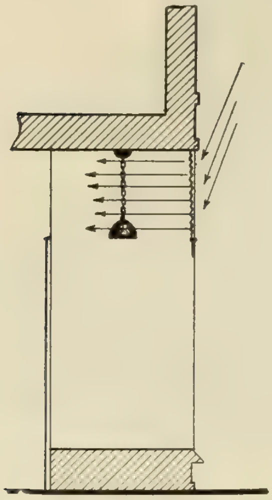


Fig. 3.—Store front with Prism glass.

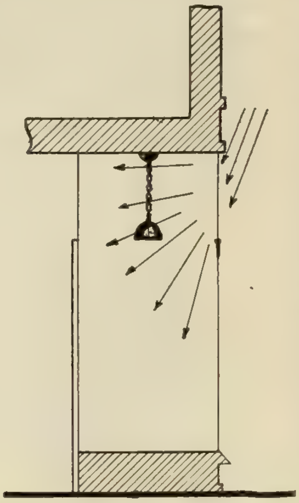


Fig. 4.—Store front without Prism glass.

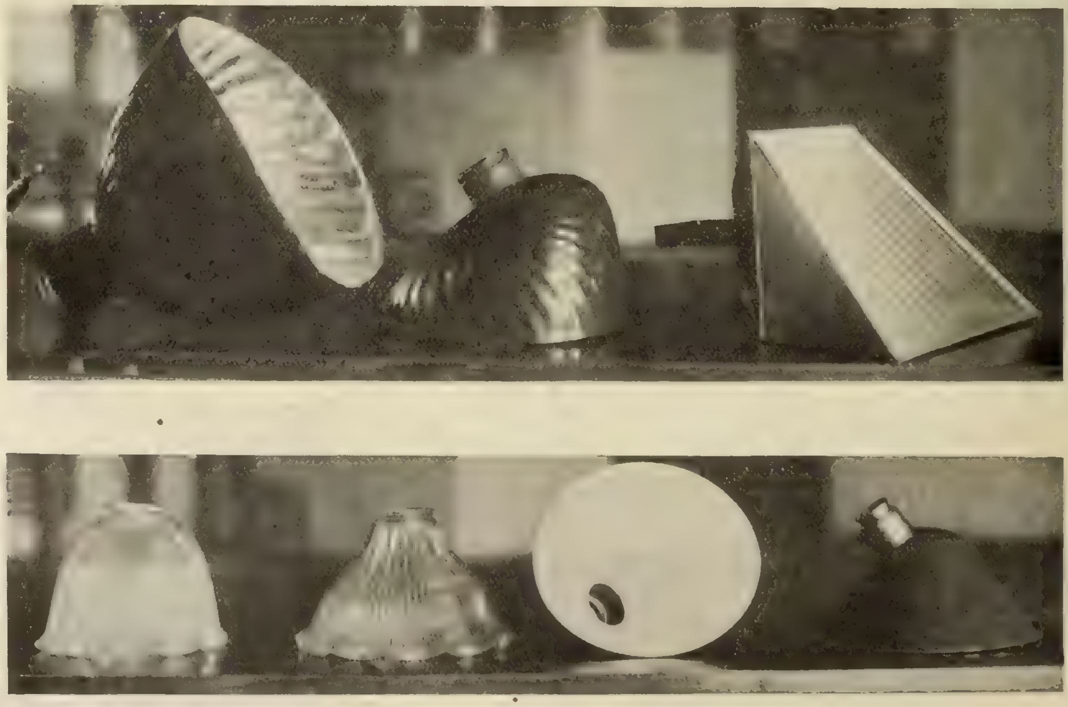
By sufficient light we mean that illumination of sufficiently high intensity must be provided so that labels and size marks may be easily read, and that the store may have a bright and cheerful appearance.

By well placed units we mean that the light sources should be placed so that they look well; so that the maximum amount of light is uniformly distributed over the area to be illuminated; and so placed that customers will not be in their own shadows when inspecting the goods.

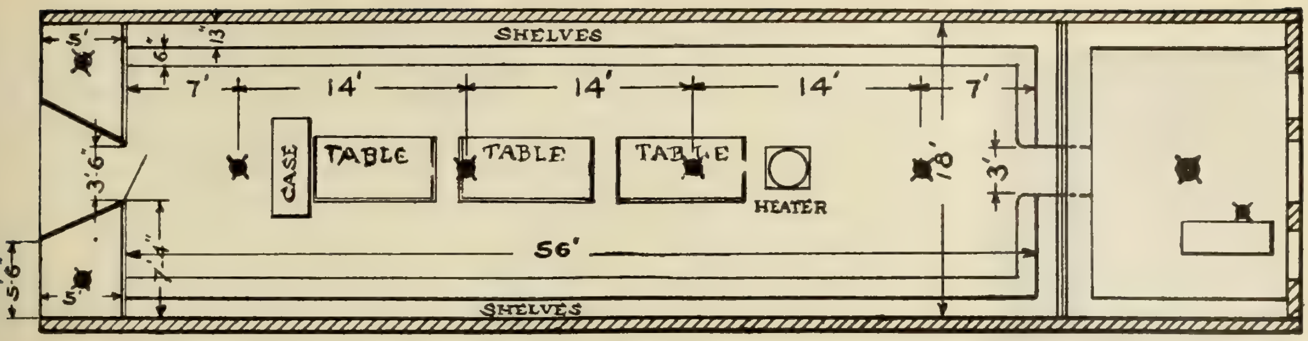
As stated in the opening paragraph of this article, there are hundreds of reflectors which can be bought on the open market. Each different type of reflector produces different results. Some are suited for use where the ceilings are high; others where the ceilings are low. Some, by virtue of their color and shape, are suited to one need, where others would not do at all.

As a usual thing several reflectors can be found which will meet a given set of requirements, that is to say, that for a store of certain size and arrangement, several reflectors can, as a rule, be found which will give very satisfactory results, but for every suitable reflector, there are a score which cannot be considered. For the above reason, the merchant should take care that the lamps, when placed in his store, are properly equipped with reflectors.

In order to perhaps fix more clearly in the minds of the readers of this article the manner in which an average size store can be illuminated, there are shown herewith a number of sketches of a store room 18 feet wide by 71 feet in length with a 12-foot ceiling. The sales room proper is 56 feet in length, while the stock room at the rear of the store is 14 feet in length. Down the centre of this store are a number of tables, while just inside the main entrance is a display case,



Figs. 12 and 13.—Types of reflectors that are available for use in show window lighting.



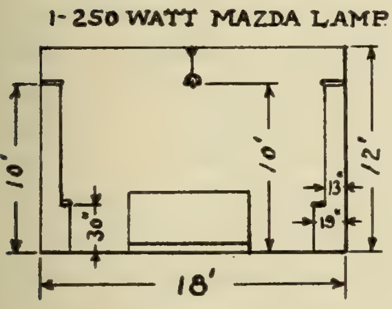


Fig. 5.

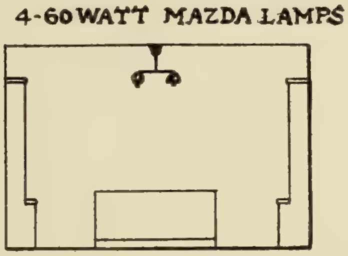


Fig. 6.

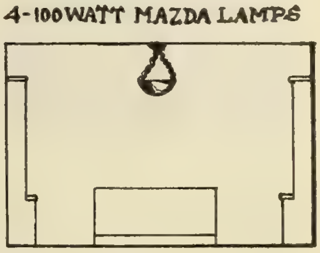


Fig. 7.

while around the sides and end are the regulation wall cases. In the accompanying sketches, we are showing three possible ways of lighting this store. Each one will produce practically the same intensity of illumination, the differences being in the expense of installation and the class or appearance of the fixtures and glassware used. 1

Scheme No. 1, Figure 5, is at once the simplest and cheapest. Down the centre of the store we have suggested the installation of four 250-watt bowl frosted Mazda lamps fitted with a good type of extensive reflector and hung at a height of 10 feet above the floor: These units may be supported by a small canopy chain drop fixture which is at once neat in appearance and low in cost.

WHERE TO PLACE THE LAMPS.

In the stock room at the rear of the store we would suggest the installation of one 100-watt bowl frosted Mazda lamp fitted with a good type extensive reflector hung 10 feet above floor. Inasmuch as this room is used mainly as a stock room, it is not necessary to illuminate the entire space all of the time.

In scheme No. 2, Figure 6, we have used a neat four-light fixture, each fixture fitted with four 60-watt bowl frosted Mazda lamps fitted with extensive type reflectors and hung at a height of 10 feet above the floor. With this scheme, almost the same intensity of illumination will be produced as in the first case, and the store will have a much more complete and finished appearance. The illumination of stock and workrooms remains the same.

In scheme No. 3, Figure 7, we have carried the development a little further; assuming that the shopkeeper desires to have an installation which is different from what everybody else has: something ornate as well as useful. In this case we have recommended the installation of four Alabaster glass dishes similar to the one shown in the accompanying illustration, Figure 8. This unit should be equipped with four 100-watt clear Mazda lamps, and should be hung about 30 inches from the ceiling. The illumination of the workroom and stockroom in the rear is the same as in the previous cases. This scheme of decorative lighting can be carried on in a great many different directions. One merchant of whom the writer knows has made use of hammered brass fixtures equipped with a large number of round bulb all-frosted Mazda lamps. The result is very pleasing. Another dealer has illuminated his store by means of large translucent glass spheres, with splendid results.

An improvement over scheme No. 1 would be the use of two rows of light sources instead of one, the lamps being about half the size of those used in the centre unit and being uniformly spaced along the length of the store.

THE INDIRECT SYSTEM.

In addition to the above, we might mention the eye-comfort or indirect system of illumination. In this system the lights are completely hidden from view, the room being illuminated by reflected light from the ceiling. With this system there is a large range of choice in fixtures so that almost any purse

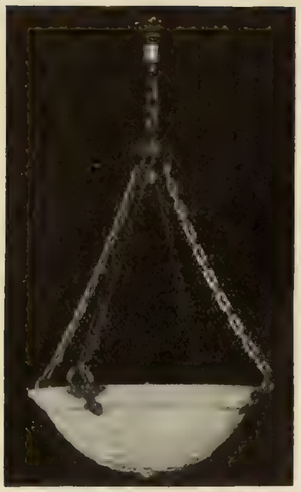


Fig. 8 — Something ornate as well as useful. An alabaster glass dish equipped with lamps and hung about 30 inches from the ceiling.

may be suited. These suggestions are, of course, general, but indicate the numerous ways in which a store may be illuminated effectively and well.

WINDOW LIGHTING.

The illumination of show windows needs quite as much careful attention, if not more, than the illumination of the store itself. It is the show windows which clearly reflect the character of the merchant. If he is a "live wire," always on the lookout for new business, his windows will be dressed in such a fashion as to attract the buying public; while if he is prone to "lay by" and rake up that which comes to him, his windows are apt to be rather indifferently dressed. The purpose of a show window is clearly to display goods which are on sale within the store, and certainly not to advertise the local lighting company. It is never good practice to outline a window with incandescent lamps of any size. It is sometimes effective during the holiday season to use a number of miniature lamps in a window, but the illumination of the window proper should never be done by outline lighting. The effect of such a system of illumination on a passer-by is always a glare, and instead of seeing the wares on display in the window, he will look at the lamps and pass on. The lighting of a window should be done in such a way that the attention of passers-by is attracted to the goods on display without calling attention to the lamps themselves in any way.

About the cheapest and at the same time effective way to light a window of the size shown on the accompanying sketch would be to instal a 150-watt bowl frosted Mazda lamp fitted with a concentrating reflector and hung just above the top of the plate glass. This plan may be improved upon somewhat by using smaller lamps. In this case, five 40-watt lamps spaced as shown around the edge of the window and equipped with a good type window lighting reflector, similar to those shown on the accompanying illustrations, Figures 12 and 13, were used. The advantage of a number of smaller lamps over the large one is that the shadows cast by a "built up display" will not be nearly so dense as with a single unit. Furthermore, if one light goes out, the entire window will not be in darkness. The accompanying sketches, Figures 9 and 10, show the manner in which these units should be installed. The light sources may be concealed from the street by means of a translucent sign at the top of the window, or by means of French curtains, grill work, etc. In the illustration shown, Figure 11, the windows are backed with clear glass so that the light sources are visible from the interior of the store. However, through the use of concentrating prismatic glass reflectors and a number of small lamps spaced uniformly along the upper front edge of the window, the wares are beautifully illuminated and the translucent sign stands out distinctly, and even though the units are visible from the interior of the store, there is no glare to speak of.

Where the windows are larger the scheme of spacing the units uniformly along the upper front

(Concluded on page 106.)

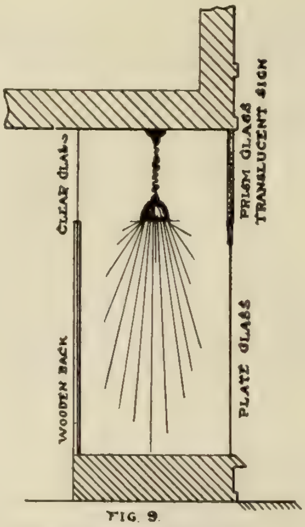


FIG. 9.

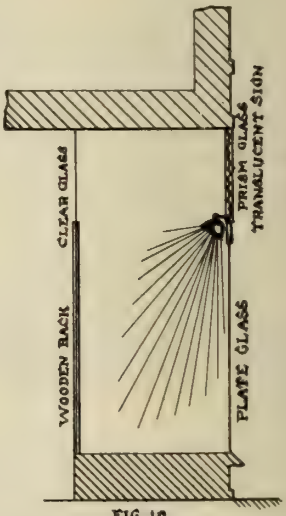
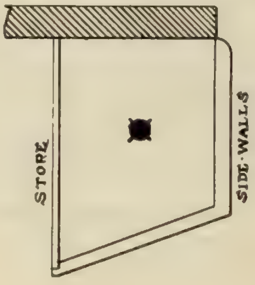
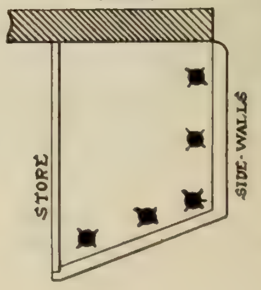


FIG. 10.





Sizing up the Customer's Mental Attitude

Certain peculiarities which may be easily read by the wide-awake salesman — Certain physical defects have their corresponding mental infirmities — Significance of stooping and erect figures

TO what extent is it possible for the men's wear salesman or the tailor to size up the character of a customer from his appearance? Authorities declare that there are physical peculiarities in many people which serve as a reliable index to their mental outlook or temperament, and that the apt merchant who has made some study of these, can, with something like intuition adjust his own mental attitude so as to meet the customer most satisfactorily to all concerned. Discussing this question, a writer in an English fashion journal has this to say:

"The question has been revived in my mind as to how far any physical abnormality can be shown to have a corresponding mental or moral deficiency, or peculiarity; or, to be more concise, whether there exists any connection between physical disproportion and mental inharmony.

"I remember a former employer of the writer's seriously informing him that persons with a squint invariably had a corresponding moral squint or obliqueness in their nature, and for that reason, with such persons, cash transactions only should be the rule.

"Whether this is true or not, it is a recognized fact that most persons, consciously or unconsciously, associate certain physical defects with corresponding mental infirmities. Indeed, our literature teems with examples of this, and before the novelist delineates the mental peculiarities of his characters, he carefully describes their external appearance, colour of hair and eyes, type of face, and so on, so that the reader may infer their disposition, or moral bias—or immoral, as the case may be—and thus in a degree anticipate what follows.

"That mental and moral states affect bodily conditions cannot be gainsaid; therefore it is by no means so ludicrous as may appear at first, for the tailor to be able to estimate the character of many of his customers by their physical peculiarities, and then deal with them accordingly.

"For, after all, most physical abnormalities are primarily and solely mental, and really only expressions of varying individual characteristics.

"The training and daily practice of a tailor or cutter stimulates and develops the faculty of observation, for every physical defect or peculiarity of his clientele must be perceived and noted, or trouble will assuredly follow at a later stage.

"Without entering into the ramifications of the subject, or at all attempting to go into detail, a few of the more common and distinct types of disproportion the tailor meets with in the course of his duties may be noticed, and any deductions therefrom, "when found," jotted down and "made a note of.

SOME COMMON TYPES.

"One of the most common types of disproportion the tailor has to deal with is the customer with a decided rotundity of outline, supposed to be becoming to city aldermen, and known technically as corpulency. With such a person one usually associates a love of ease and enjoyment, a fondness for things gastronomical—pleasure loving—and of the good things of life generally. While his antithesis, the spare, lean man of sharp outline, and many angularities, may be regarded as over-anxious, highly-strung, of a worrying disposition or temperament, and liable to extremes of depression or elation.

Who ever knew the erect figure to be anything but dignified, self-confident, proud, and ofttimes vain and haughty in bearing; excepting, of course, the military type, which is really artificial and acquired, and the result of training and repression? And the ne'er-do-well is represented in the round-shouldered, stooping, head-forward, narrow-chested type. For the humble, diffident, shy man, the man lacking in confidence, and unwilling, or unable to assert himself, always leans forward in a self-depreciatory manner, as though wishful to escape observations, as he really is. Hence the mental characteristics of the head-forward figure are the reverse of the erect type, in agreement with the physical formation.

SIGNIFICANCE OF NECKS.

"The long-necked person is generally considered to be of an aspiring and devotional turn of mind; while the short-necked square-shouldered individual may be judged to be pertinacious and pugnacious, with a love of sport and physical exercise.

"The lop-sided physique would be sufficient ground for inferring an odd, eccentric, unbalanced character; but whether the physically hump-backed person possesses the unenviable predisposition for taking the "hump" on the least provocation or is given to taking offence on any and every occasion, my readers must decide for themselves.

"Expert character readers tell us that toes turned inwards denote the unobservant person, one of those who have eyes yet see not; toes turned outwards, I suppose, would point to the converse of this, the inquisitive curious creature, the quidnunc.

"Knock knees are supposed to indicate physical weakness, and a corresponding mental feebleness and vigor, and instability of character; while concave, arched, or bow legs might denote a frank, free and open disposition.

"Whether 'openness' and 'closeness' of legs show a like openness and closeness of disposition, I will not venture to say, but, reasoning from analogy, such a thing is quite within the realms of possibility.

"But not only is it possible to deduce general characteristics from the physical formation, but the degree of physical disproportion appears to be in exact ratio to the mental departure from the normal.

"Thus the very corpulent would be inactive, slothful, indolent, lethargic and careful of 'number one.' While the less corpulent would exhibit a love of ease and pleasure, and the things of the table.

ERECT AND STOOPING FIGURES.

"The very erect would certainly be haughty, arrogant, contemptuous and overbearing; while the person only slightly erect would be found to be dignified, and upright in character, and honorable and just in all his dealings.

The very stooping figure, unambitious, devoid of self-respect, lacking initiative and enterprise. The less stooping merely modest, humble and deferential; and so on through the whole gamut of physical peculiarities and mental idiosyncracies.

"Another important aspect of this subject, and one which the tailor cannot afford to altogether ignore, albeit somewhat sordid and mercenary, is the pecuniary phase. For to be able to distinguish at a glance the honest from the dishonest, the prompt payer from the 'long-winded,' would be a decided advantage, and a distinct acquisition to his stock of knowledge, and an accomplishment to be envied."

◆

Store and Window Illuminations

(Concluded from page 104)

edge of the windows will nearly always work well. As the windows change in size, the type of reflector required will change. For instance, with a very high, narrow window, the light must be thrown almost vertically downward, while with a deep window, the light must be thrown downward and backward away from the glass.

There are sometimes windows which are too deep to be illuminated from the front. This is, however, not often the case with display windows.

Entrance display cases should be treated somewhat as show windows. When the cases are open at one side only, light sources may be placed at the upper front edge of the case. Sometimes where the case is quite narrow, tubular lamps must be placed at the front edge under each shelf. Glass shelves always aid when one is illuminating a case. Where a case is set in the middle of an entry way, small lamps fitted with concentrating reflectors placed along the upper edge of the case are effective. The light sources should always be hidden from view if possible.

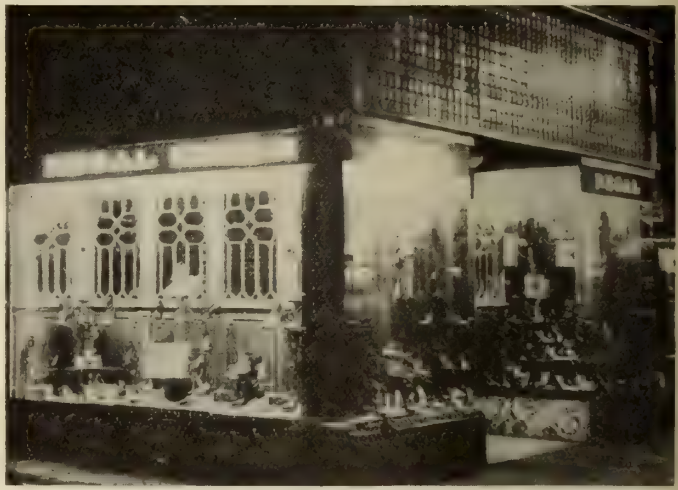


Fig. 11 — Windows backed with clear glass so that light sources are visible from interior of store.

Figures 12 and 13 show a few of the many excellent reflectors available for use in show window lighting.

The merchant will find in the long run that it will pay to give the most careful consideration to the illumination of his store and windows. If he is uncertain as to what to do, he should consult some reliable engineer or write to the various lamp and reflector companies, who have competent engineers in their service who are willing to give advice as to the best way in which to illuminate the store in question.

Did You Ever Meet
This Customer?

See Salesmanship Competition, page 63.

THE "REVIEW'S" INFORMATION BUREAU

COMMUNICATIONS for this department should be addressed to "The Dry Goods Review" or "Men's Wear Review," 143 University Avenue, Toronto, for prompt attention.

Editor Men's Wear Review,—Kindly send me addresses of several reliable dealers in second-hand Canadian military uniforms, accoutrements and stores.

Try Austen & Workman, military tailors, 451 Yonge Street, Toronto. They frequently have second-hand uniforms for sale. It is not known that there are any dealers handling articles of this kind extensively. Would suggest that you write to the Department of Militia and Defence, Ottawa, describing exactly what you want and for what purpose.

Editor Men's Wear Review,—Please advise us where we can get stockinette toe and heel protectors; also leather heel protectors.

Denton, Mitchell & Duncan, Toronto, have an imported protector, and we understand that Chipman-Halton Knitting Co., Hamilton, make them. F. H. Cragg, manufacturers' agent, 52 Bay Street, Toronto, has an imported patented line in cotton. Leather heel protectors can be obtained from the General Leather Goods Co., Toronto.

Editor Men's Wear Review,—Please inform me where "Little Citizen" shoes are made.

By the J. J. Hewetson Co., Ltd., 88 Teraulay Street, Toronto.

Editor Men's Wear Review,— Please give us the address of a Canadian manufacturer of men's and boys' leather belts.

The Julian Sale Leather Goods Co., the Western Leather Goods Co., Toronto, and the Canadian Leather Goods Co., Montreal.

Editor Men's Wear Review,—Please advise us where we can purchase rubber printing sets for store tickets. We have a card writer, but would like to assist him by using an up-to-date press.

From B. Cairns, 77 Queen Street East, Toronto; Canada Stamp & Stencil Co., Toronto; Hamilton Stamp & Stencil Co., Toronto.

Editor Men's Wear Review,—Where can we buy aluminum or trade money? What is your opinion of trade money?

From Canada Stamp & Stencil Co., Toronto; Hamilton Stamp & Stencil Works, Toronto; B. Cairns, 77 Queen East, Toronto.

Editor Men's Wear Review,—Where can we buy placards for suspending over departments, such as men's clothing, men's furnishings, etc.?

Boards or cards from P. Thompson Co., 130 Victoria Street, Toronto. Electric signs, Death & Watson, Toronto; G. Booth & Son, Toronto.

Editor Men's Wear Review,—You would greatly oblige by letting me know where to buy shirts named "Regent."

From the Regent Shirt Co., Montreal.

Editor Men's Wear Review,—We wish to make a tender on band uniforms, and would appreciate it if you gave us the names of two or three firms making them.

Crown Tailoring Co., Toronto; Art Tailoring Co., Toronto; Austen & Workman, military tailors, Toronto.

Editor Men's Wear Review,—We have been trying to get a collar size 17¾ for a customer. Can you tell us who makes quarter sizes either in Canada or United States?

The size is abnormal, and you may have some difficulty in finding them in stock. Would suggest that you communicate with Tooke Bros., Montreal; Williams, Greene & Rome Co., Berlin, Ont.; The Corliss, Coon Co., Troy, N. Y.; Cluett, Peabody & Co., Troy, N. Y.; Earl & Wilson, through A. E. Altmeyer, Union Square, N. Y.; M. Joss & Lowenstein, agency, Carlaw Bldg., Toronto.

Editor Men's Wear Review,—Who is the maker of the Fit-All shirt, which was described in a recent number of your paper?

This shirt is made by J. Blair King, 7 Wood Street Square, London, E. C.

Canadian Window Trimmers' Association

First Annual

Convention Program

Addresses
Demonstrations
Stereopticon Talks
Displays

to be held in Assembly Hall,

JEROME A. KOERBER, Strawbridge & Clothier, - Philadelphia
H. HOLLINSWORTH, Robt. Simpson Co., Limited, - Toronto
THOS. DALE, Fixture Specialist, - - - Toronto
AND OTHERS

Wednesday, Aug. 21st., 1912

MORNING

9.00 a.m.—Assembling of members and welcome by entertaining committee.

10.00 a.m.—Address of welcome by President H. C. MacDonald. Reports by officers and committees; applications for membership; general business; nominations; appointment of contest judges; election of honorary members; new business.

AFTERNOON

1.30 p.m.—**Report of National Association of Window Trimmers of America convention, held in Chicago, by Vice-President H. Robinson.**

2.30 p.m.—**Hints to Window Trimmers.** How to ask for an increase in salary; attitude toward heads of departments; trimmer's ambitions and opportunities; truthfulness and honesty; jealousies and standing. **H. Hollinsworth.**

Applications of Wall Papers in Modern Window Backgrounds. Demonstrated by practical panels, with suggestions to work out many inexpensive settings showing the possibilities open to trimmers in this direction. **H. Hollinsworth.**

4.30 p.m.—Entire convention assembles for photo.

Thursday, Aug. 22nd.

MORNING

9.00 a.m.—Election of officers; announcement of awards of contest judges.

10.00 a.m.—**Window trimming from the merchant's viewpoint.** Discussion opened by prominent merchant.

11.00 a.m.—**Introductory Address.** A heart-to-heart talk with the boys, touching their relations with their department. Hints how to push ahead and win out. Personal experiences touching on formal and informal displays. **Jerome A. Koerber.**

AFTERNOON

1.30 p.m.—**Air brush and show card demonstration.**

2.30 p.m.—Comprehensive talk on windows, which will cover the proper handling and selecting of merchandise for display purposes. Pannier and period drapes and their derivation, including demonstrations on

Entertainment The Reception Committee have in view a program which will combine pleasure and business to the extent that the first annual convention may set a high record for those that are to follow. Every window trimmer, whether a member or not, will find it to his advantage to attend. Merchants and buyers in the city at the time are invited to be present at the meetings.

Canadian Window Trimmers' Association

Three Profitable Days

Aug. 21, 22, 23, 1912

"Prince George" Hotel, Toronto

GEO. J. COWAN, Window Trim'g Expert, Dry Goods Reporter, Chicago
H. C. MacDONALD, Murray-Kay Co., Limited, - Toronto
H. ROBINSON, R. McKay & Co., - - - Hamilton
AND PROMINENT MERCHANTS

Elections
Discussions
Reports, Awards
Entertainment

new fall drapes, with lantern slide illustrations. Jerome A. Koerber.

EVENING

7.45 p.m.—**Stereopticon Lecture.** Talks on window trimming, illustrated by over 100 slides showing the finest stores and window-trimmers' work in America and Europe, discussing their strong and weak points, proper effects of colors, up-to-date backgrounds, display arrangement, including trims for all seasons of the year. Geo. J. Cowan.

9.00 p.m.—Awards of Prizes.

Special attractions of the convention every day. Displays of window photographs, high-class show cards, contest prizes, manufacturers' latest improvements, new fixtures, draping trimming requirements of all descriptions.

Friday, Aug. 23rd.

MORNING

9.00 a.m.—Report of nomination committee; selection of city for next convention; completing unfinished business.

10.00 a.m.—The manufacture of wax figures; proper care and instructions in cleaning and repairing. Demonstrated. Thomas Dale.

The educational features of this address will be apparent to every window trimmer, who has to experiment in keeping his wax figures in shape. It will be an interesting demonstration of the work from the manufacturer's standpoint.

AFTERNOON

Open.—The last afternoon will be free to trimmers who want to visit the many manufacturers or the departmental stores. This will enable those to get away who have to be at business Saturday.

Extra Demonstrations

The committee have under consideration several other attractive features, which will be announced later. The program is being arranged with a view to touching on the newest things. Everything points to successfully obtaining proposed or added demonstrations which will be held on Friday afternoon, or interspersed among the other days.

Merchants **See that your window trimmer attends this event. It will be rich in ideas, and place him in touch with some of the best men in the business. He will return with enthusiasm and ready to apply himself to the demand of the fall openings. Stores large and small are equally interested. Co-operation for better advertising and merchandising means more business. Send your men along. If possible, come yourself.**

HINTS TO BUYERS

Everybody's Wearing Them

With the best linen inner lining for the purpose that money can buy, the Linolo waterproof collar, made by the Smith-D'Entremont Company, Ltd., Toronto, measures up to every requirement that appearance, wear and comfort can demand. To use the words of the manufacturer, it is a collar that "looks like linen and wears like iron." That this is being demonstrated in a practical way, is evident from the increasing demand for the collar, not only for general wear, but under conditions where it has the test of hard usage. It retains the pliability of the best linen collar, is odorless and can be easily cleaned with a damp sponge. The Linolo is made in half sizes, as low as 11 and as high as 19, in variety of design to conform with up-to-date styles. There is a fine range of juvenile styles. One of these, the Eton collar, has had a strong demand for boys and misses.

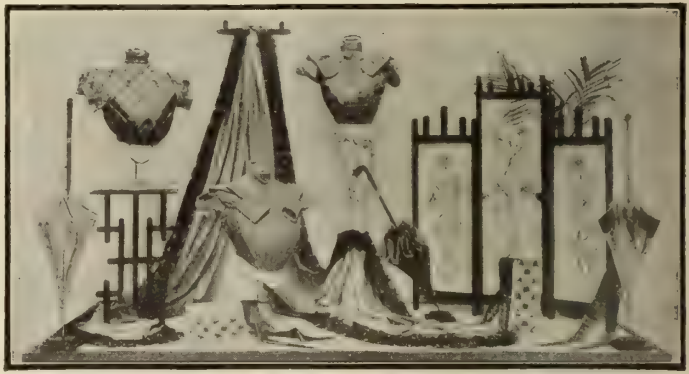
In order to facilitate buttoning in the double band collar a small, half-circular piece is taken out at the back. Thus, the collar button is easily adjusted. When so specified, a non-corrosive metal buttonhole is introduced. This feature is particularly desirable in mechanics' collars, or when worn by any person in strenuous employment where the wear is exacting.

The increasing favor shown for waterproofed linen collars has been recognized by merchants everywhere. Men in every walk of life are wearing them as the result of the high standards of quality, finish and style that have ben attained by the manufacturers. The Smith-D'Entremont Co. have a most complete equipment for the production of these collars. Linolo has already taken a prominent place in men's wear trade.

◆

Introducing a New Tie.

The Sword Neckwear Co., Toronto, are introducing an entirely new idea in men's neckties. Nothing can be said as yet with reference to the form which this will take, nor the materials that are to be employed. It can be said, however, that with the decided change that is predicted in neckwear vogue the new tie should meet with an exceptional demand.



An artistic display of waists and accessories, in which Onken interchangeable fixtures are effectively used.

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Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE__________ 191

PLEASE TELL ME WHERE I CAN BUY__________

NAME__________

ADDRESS__________

SOIESETTE

REGISTERED

The Largest Selling Fabric of Its Kind in the World

The vogue of SOIESETTE is still on the increase. Men and women everywhere are learning more and more of the possibilities of this remarkable silk-like fabric.

SOIESETTE has become the favorite material with men. They demand Pajamas, Negligee and Outing Shirts, Athletic Underwear, Office Coats, etc., etc., of SOIESETTE. Made in all shades. When you place your next order with your manufacturer demand SOIESETTE and don't accept the garments unless they bear the label.

Clarence Whitman & Company
112 Coristine Building, Montreal
New York, Boston, Chicago, Philadelphia, St. Louis

SOIESETTE
REGISTERED

This label protects dealer and customer alike

We furnish labels free of charge to manufacturers

TRADE MARK

VOL. 2 No. 6

MEN'S WEAR REVIEW

JUNE, 1912

Features of this Number

Men, Methods and Clothes.
Trade Pullers for the Men's Store.
Display Garments in Better Way.
Ideas for Summer Window Trims.
High Time for Increased Neckwear Profits.
Getting the Best in Store Fronts.
How Customers are Lost and Won.
When a Man's Wife Helps Him Select a Suit.
Advance News of Men's Wear Markets.
Edwards Short Cut System of Card Writing.
Review's Information Bureau.

PUBLISHED BY
THE MACLEAN PUBLISHING COMPANY, LIMITED
3RD WEDNESDAY OF EACH MONTH

PUBLICATION OFFICE 143-149 UNIVERSITY AVE., TORONTO

Art Clothes

for

Fall 1912

This picture illustrates one of the set of eight new Style Cards for next season. The originals are 20 x 30, hand-colored, heavy board. Eight cards go with the new Sample Book and Fashion Portfolio.

First Choice—The ART CLOTHES AGENCY

THIRTY new Agencies ready for acceptance July 1st. Seventy already taken up by merchants who have waited since last Spring. Make application at once to secure Selling Equipment for Fall.

FALL
1912
1913

The Art Tailoring Company
Toronto LIMITED Canada

FALL
1912
1913

What Would You Do in the Absence of the Boss?

THE consideration and purchase of new lines is a function which a good many merchants reserve to themselves; although they may consult with certain members of the staff as to the trend of style, they prefer to make their own selections.

They figure that as they are paying for the goods, and take responsibility for the turnover, they are going to oversee the expenditure of every dollar.

There may be occasions, however, when in the boss' absence, his head clerk may have to make up his mind upon some line which appeals to him and which he feels sure would sell. Immediate action is necessary. It may be that a neckwear traveler arrives with a novelty that will put ginger into the season. The great question is, what degree of responsibility is the boss willing to repose in his staff?

As the one left in charge of the store, what would you do? You know your employer's policy and you also know that the line would make an attractive display and bring business. How would you decide?

If you have had any experiences that fit the case, the Review would like to hear of them in your own words.

For articles available for publication, dealing in a helpful, practical way with the subject, the Review will pay from $1.00 to $5.00 each.

All articles must be received not later than July 12th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

While Robespierre and Byron collars are now the great style feature in ladies' neckwear, the only thing in men's styles that contains a suggestion in that direction is a wing collar with an inch space in front and with wings of unusual size pressed back flat to the sides. This collar is said to have been worn by one of London's best dressers.

* * *

Over in London, according to all reports they are dispensing with much of the formality in attire which generally goes with the silk hat. Some very prominent people have, for example, appeared in short coats, striped trousers and silk hat, while others have even worn striped shirts and collars with their silk top-piece and got away with it.

* * *

An increasing vogue is noted, in London, for the combination suit—that is the coat and vest of black and the trousers of striped materials. The coat is described as being without vents, long, soft lapels and two buttons.

One of the final touches in the representation of English vogue in this country consists in a more general adoption of spats. In London they are the thing. White and champagne are two favored colors, and pique is the material generally adopted.

* * *

If there is anything in the statement of a Cincinnati clothing manufacturer, a successful baseball club is a fine business asset. He points out that the high standing of the Cincinnati club helps his salesmen. The fact that they are from that city counts in the introduction of their goods. Now, it may be that baseball in Canada has not reached the high pitch of popularity that it has in the States, but nobody has so far complained about poor business as the result of the slump in the Toronto ball club, or in the fact that Montreal has been walloping the Leafs lately. There are evidences, however, that a live athletic organization has helped the sporting goods department of a large Toronto store very materially.

* * *

A very strong demand for knitted scarfs or mufflers with fringed ends is reported by neckwear manufacturers. Qualities range all the way from wood silk to pure silk. The report that small coat collars are said to be returning, especially for city wear, would seem to fit in with this development.

* * *

A new overcoat model, now on the New York market is one with a belt so constructed that it can be worn in three ways—with full belt, half belt, or without the use of the belt at all. The fit is said to be perfect when worn in any of the three ways. Indications are that belted overcoats will be popular next season.

* * *

The popularity of the blazer coat for ladies' outing wear is not without a counter feature in the men's department, according to a New York report. The blazer was a highly favored garment 20 years ago. It now reappears in the form of the three-button sack made of flannel with stripes of alternating colors which may be those of the athletic club or regiment to which the wearer belongs.

* * *

A combination cigar cutter and tie clip for the front of the shirt is the handy little article shown by a manufacturer's agent. In the end of the clip opposite that which holds the tie to the shirt is a circular opening into which the cigar tip may be thrust, and pressure on the clip brings together two tiny blades which do the trick. It is made in gold, silver or gun metal finish.

* * *

Considerable ingenuity has been shown in the conversion of bulky accessories to pocket or satchel dimensions without losing anything of their serviceability. There is, for example, a pocket umbrella, which, when closed or in its case, is only a little over a foot long, while the diameter is about one and one-half inches. The cases are made in imitation leather, genuine sealskin, alligator skin, etc. The better grades have gold chains instead of straps for carrying, and gold or gold-filled handles; others are of bone or wood. The light, though strong frame is non-rustable; covers are of a silk and linen mixture or all silk. Various attempts have been made to combine umbrella and cane, and the present season has produced a very good combination. The outer section or cane is made of genuine wood and when slipped off from the umbrella it collapses within itself, after the manner of a drinking cup, and can thus be carried in the pocket. The grooves, where the sections join, resemble the natural rings of bamboo and other woods. The outward appearance is that of a good cane. Another innovation takes the form of walking stick with an electric flashlight. A band near the head of the cane may be extended, exposing the light. The latter is put into operation or extinguished by simply elevating or slipping back a section of this band. The mechanism is compactly stored within the cane without increasing its size or indicating that it is anything but what it seems.

* * *

The statement that some of the men's outing fashions of the year are in the direction of revivals is not without interesting proof. Authorities point out that large bandana handkerchiefs to be worn around the waist in place of a belt, the wide-end, wide-striped neckwear and heavy grosgrained silk belts with old-fashioned "snake" hooks, the blazer, the striped flannel suit and the striped hat all bear evidence to the fact. Vogue points out that in outing wear also there are many opportunities for color matching other than those which have been in favor. With the new blazer, the grosgrained silk belt may match the silk trimmings on the coat, the same colors in the handkerchief; the buttons on the low turndown points of white tennis or outing shirts might be covered with striped silk to match the blazer or necktie.

In connection with a "Backward Straw Season" sale, L. J. Applegath & Son, Toronto, made an exceptional display in their windows on Yonge and Richmond Streets, each section being devoted to a different price. Particular attention was directed to Panamas. One of the cards was an air-brush design in blue and brown, the heading "Straws for 1912," being in large script with the following reader in a panel outlined by the airbrush: "Panamas from Ecuador; Leghorns from Italy; Split braids from China; Sennits from Japan; Panamas from Porto Rico; Milans from Italy; Bangkoks from Siam; Split braids from Canada; Manillas from the Philipines; Javas from Borneo and Yeddos from Japan." Such an index to the range of stock should prove interesting to the reader.

* * *

According to one of the speakers at the eighth annual convention of hosiery and underwear manufacturers the increased cost of living does not extend to hosiery. "The consumer is getting more for his money than ever before. Clerks and shop girls are wearing silk hosiery. In fact, just at present they will have nothing else. The term 'silk-stocking element,' to denote the rich, has become obsolete. The thing to give us most concern is not so much the increased cost of living as the increasing cost of living. I am aware that there has been a slight recession in this cost of living in the last two or three years. This is but a counter current. Our trouble is that all we buy costs more and what we sell brings less. The only thing that saves us is enlarged output, with the economies of production."

* * *

A salesman who has just returned from a trip through the western provinces reports that there has been an unusual demand this year for men's coats in beaver. For some years beaver has been looked upon by the trade as too high-priced to stock, but the advances in the price of coon coats has brought the beaver to the front as a serious competitor.

Now that good coon coats are selling around $175, it is only a little step to beaver at $200 to $225, and men who formerly looked upon beaver as a luxury beyond them are seriously considering the purchase of this fur instead of the coon. And so it is with the dealer. In view of the slight difference in price orders are being placed about equally for these furs.

TRADE PULLERS FOR MEN'S STORE

Some suggestions that can be worked out with profit during the summer season — Special selling plans and ideas that have been applied by other men's wear dealers

The fact that dry goods merchants devote considerable attention to white sales during June and even into July, should contain an idea for the men's wear store or department. There are numerous articles of white in men's wear—shirts, wash ties, pyjamas, etc.—which might be strongly featured under this heading with advantage. Such a plan might go far to help out an otherwise dull month.

* * *

A watch "for the boy," to accompany purchases of $5 and over is a trade-pulling plan that has been applied by some stores. Anything that pleases the youngsters is appreciated by the parents. One store has found it an excellent idea to keep on hand a number of small purses, bearing the store's name or advertisement inside. When a boy or girl, or even an older person, appears at the store with loose change, he or she is given a purse.

* * *

A "round-up" sale with cowboys as an advertising feature was the idea that a large men's and woman's clothing store carried out with success recently. During the week a circus visited the town, and as the result of some appropriate cuts that appeared in the store's advertising, not a few children are said to have confused the sale with the appearance of the circus and, calling at the store, asked to see the animals. An explanation was made through the advertisement. The name under which the sale was conducted may suggest something for the clearance season.

* * *

To the men's wear dealer, the opportunities of the holiday or tourist season should not be overlooked. Many of the city stores are now featuring articles suitable for traveling, for the camp, for sporting purposes. One store recently ran an advertisement with the headings, "For Your Holidays—We Have Been Thinking of You," and directed attention to caps, sweater coats, negligee shirts, wash ties, raincoats, etc., mentioning prices. Still another store is going a step further by running a series of advertisements enumerating, "What You Will Want for Motoring," and other means of recreation. Each form of pastime is made the subject of a paragraph, articles required for it and obtainable in the store are enumerated, and prices named. It is thus possible for a prospective purchaser to estimate the cost of an outfit for whatever sport he intends to favor during the holidays.

* * *

An attractive men's wear window for the "month of roses," had for its central feature a gigantic ring with a large electric light bulb to suggest a pearl solitaire setting. The ring was placed diagonally in the window and through the centre of it was arranged a neat unit of wedding accessories. On one side of the ring was posed a figure in correct wedding attire and on the other a few selections in up-to-date hat styles. The ring was covered with gold paint, and in making it the window trimmer had the assistance of an ingenious tinsmith.

* * *

A men's wear dealer applied to good use an idea embodied in an advertising letter sent him by a manufacturer. On the front of the envelope was the following, printed in small type panel form: "A shirt that will pay you well. A shirt your customers will buy. Don't want to hear about it? Very well, don't read this. The other fellow will." Inside was some information about a special line of shirts. The men's wear dealer selected a larger envelope for his purpose, about 8 x 4 inches, and had printed on the front the words: "If you are so well off that you don't want to save money, don't look inside." The inside information referred to some reductions in shirt, hosiery and neckwear values. A sufficient number of these envelopes and letters were printed to distribute in the offices and non-competing stores, and on the counters of the store were three much larger envelopes in similar style. One was also used as a show card in the window. This little plan was a trade puller.

* * *

For some years a Buffalo, N. Y., store has featured a "salesman's week," during which time the entire operation of the store is placed in the hands of employes. Heads of departments vie with each other in making a record, and the plan is one that brings out every spark of enthusiasm in the staff. A similar plan might be worked out for a men's wear store. In the introductory advertisement, say two days, preceding cuts of the staff members could be used and the store for each day following placed in absolute charge of one of the clerks. The advertisement each day might contain the cut of the succeeding day's manager. It is an idea that would arouse local interest in the store and in the staff.

* * *

Arouse the interest of motorists by making motoring information available in the men's wear store is an idea that might be adopted to advantage during the summer season. Guide books or road maps given away free could be advertised so effectively. *Men's Wear,* New York, tells of a Baltimore merchant who keeps maps and blue books on file where anybody can come in and look them over. He has paper and pencils ready, and a slate blackboard with bulletins about all of the important roads in the vicinity. He has a sign up in each hotel pointing out that free information may be obtained at his store. Along the highways he has signs telling where he is and about his free information bureau. The plan has made good with motorists.

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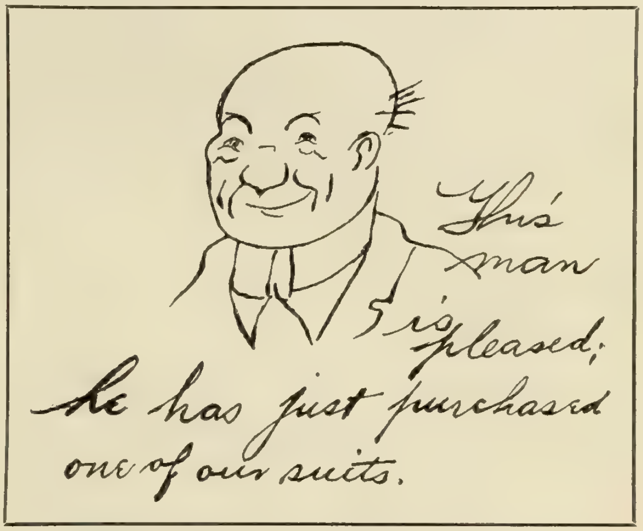
Direct Window Salesmanship

Electrical invention makes it possible to have store news, written in office, appear simultaneously in window.

DOUBTLESS many merchants read the article that appeared in the press a year or so ago describing an electrical invention by which sketches, drawings or a person's handwriting could be transmitted any distance by wire. Thus, the picture of a man who had become famous in Halifax, could be sketched on the recording tablet of this apparatus and faithfully reproduced a few minutes later on a receiving tablet in Winnipeg. Cuts were published at the time showing how perfectly this invention could be operated.

While there does not appear to have been any remarkable development of the long distance possibilities of electricity as controlled by such a contrivance, it does seem to have been applied with success in connection with systems having central control. Thus, in some of the large hotels the manager has at hand a desk, specially equipped, upon which he may write his instructions to the chef in the culinary department, where every detail appears in his own hand as he writes. In some of the large departmental stores with central management, this telautographic message system is in use, and now comes the suggestion that it be applied to window advertising, as a substitute for show cards or to supplement the same.

The idea is now being applied for advertising purposes, and with exceptional results in the Hydro-Electric shop, Toronto. A small table is placed in the centre of one of the windows, and upon this is the recording apparatus with its continuous roll of paper attached. Back in the office a clerk writes a message to the public. The recording desk is of black metal and not much larger than a good sized ledger. In the centre of this is a pad, and, attached to the electrical mechanism, the pen or pencil. This is held by a small jointed metal instrument somewhat resembling an artist's pantograph, and every movement or stroke made by the writer is repeated in the window before the eyes of the onlookers. The pen is dipped as required into the ink on a pad at the side in response to a motion by the writer, and a flashlight at the recording desk indicates that the distant pen is reproducing properly.



A telautographic window message. This is reduced one-half. The sketch and writing done on a recording desk in the store or office appears simultaneously in the window.

That the telautographic window message is a decided attraction is evident by the crowds that gather daily in front of the shop, where it is used. The paper on which the messages are written is about six inches wide, the instrument stands on a small table and does not interfere with the view of articles displayed. How such an idea might be applied in describing several features in the window of a dry goods store it is not hard to imagine. Not only might the ad. man or card writer describe articles on display in the window, but interesting news of departments and, in fact, many elements of direct salesmanship that could not formerly be worked out in window displays might now be introduced.

Accompanying this article is a sketch that was produced on the instrument referred to above. It is reduced about one-half, and is sufficient to suggest that interesting advertising features are possible.

High Time for Increased Neckwear Profit

Manufacturer points out that popular prices in certain parts of the country are too low — Retailers only get 50 cents for lines that come much higher in other places, enabling the dealer to clean up stock without serious loss — Silk buying a different proposition — The label problem

DISCUSSING the question of profits recently, a leading Canadian neckwear manufacturer stated:—"It is high time that the retailer should realize the necessity of getting more profit on his neckwear and that manufacturers have gone their limit in price and size of scarf to retail at fifty cents.

"Manufacturers are not making any money to-day on popular-priced neckwear, and the time is ripe for a change all round. These conditions only prevail in Toronto and some of the Western Ontario cities. In Montreal, Ottawa, St. John, Winnipeg, Vancouver and Victoria, Calgary and Edmonton and all the Western towns and cities, seventy-five cents and one dollar are the popular prices. At these prices they are able to make from seventy-five to one hundred per cent. profit on their neckwear, which enables them at the end of the season to clean up their stock without any serious loss.

"It is a different proposition buying tie silks to-day and ten years ago. When three patterns or colors constituted a range; when manufacturers bought just what was shown them and made no special effort to originate ideas, it was easy. Now, when we are forced to design ninety per cent. of our tie silks which we never see until our sample lengths arrive, all we can do is to drawn on our imagination as to the ultimate result of our brain work. If we succeed in producing good sellers, everything is lovely, but if to the contrary—the result is disastrous.

WILL NOT STAND FOR INFERIOR SILKS.

"This is just the point I am trying to get at. We manufacturers must have more profit on novelties to enable us to clean up our stock at the end of the season without too great a loss. Going back to the retailer, if he pays $4.25 and $4.50, and sells at fifty cents, his profit is too small to enable him to clean up without a loss. On the other hand, if he pays $5.00 to $5.50, and sells at seventy-five cents; $6.00 to $7.00 and sells at $1.00, his profit will admit of his clearing out his odd lines without any serious loss and at the same time increasing his sales. It may be said: 'Why not buy cheaper silks to sell at $4.25 and $4.50?' This is easier said than done. Silk manufacturers are not in business for their health, and positively refuse to produce special designs and give the necessary extra care and attention in the factory without making a profit for themselves, consequently we are forced to pay the outside price for novelties.

"The retailer, too, will not stand for inferior silks, but is not willing to pay the price in order to secure the newest ideas. The manufacturer has been improving his qualities and styles from year to year; selling his goods at the same old price, and facing a diminished profit every season which has now almost reached the vanishing point, and it is almost time to call a halt. The facts are, that while the prices on almost every other line of merchandise have steadily increased, neckwear is sold to-day at the same price as ten years ago, notwithstanding the fact that better qualities and better styles are produced which cost more money to make and sell.

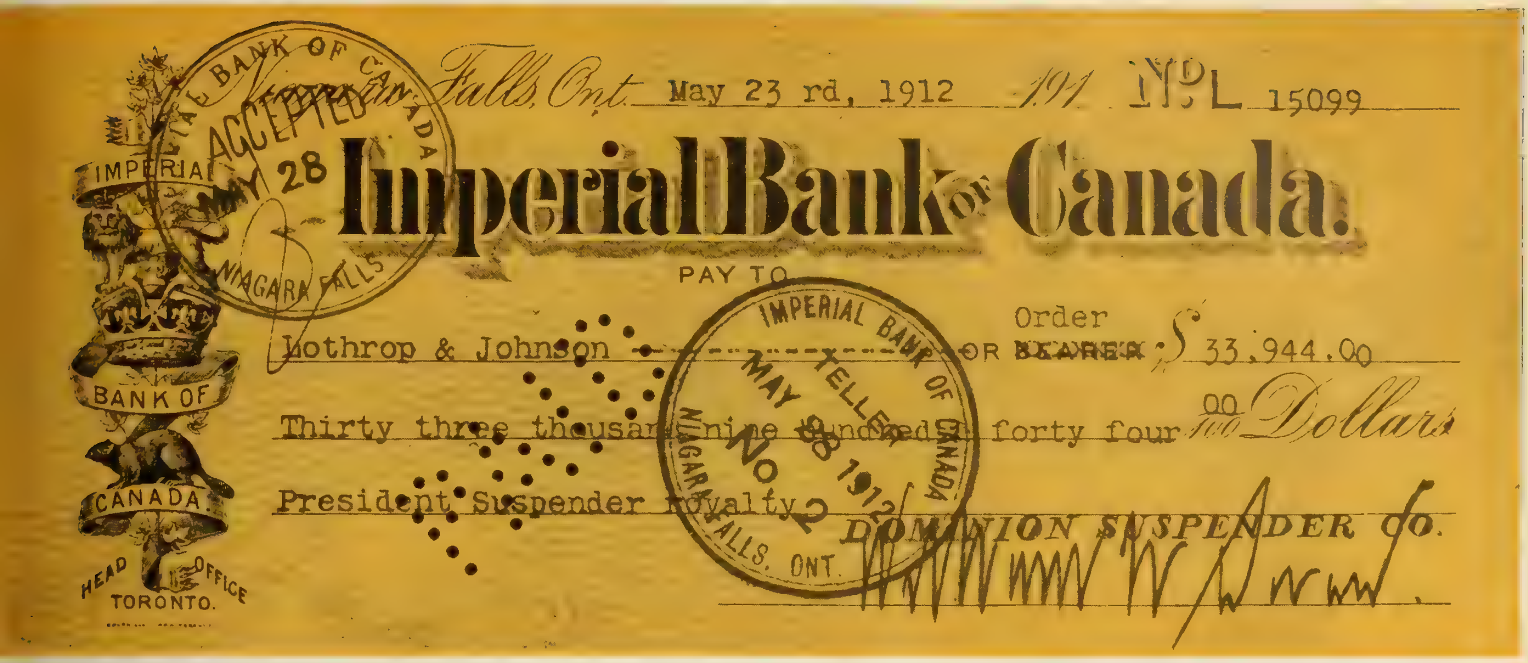
REDUCE QUALITY ON 50 CENT NECKWEAR.

"One thing I would like to say right here is that the average retailer thinks that we manufacturers are making all kinds of money out of him, and have no reason for complaint—we should carry a full range of colors in every line never fail to give him just what; he orders, and on the shortest notice. You know it is possible for the retailer to give the buying public too much for their money—the manufacturers, in their efforts to produce an improved class of neckwear both in style and quality, from year to year, have sacrificed their own profits for the benefit of the retail trade, and this feature of our business has now reached its utmost limit, and for the future for fifty cent neckwear, either the quality must be reduced or the novelty styles eliminated.

"These are the reasons for saying it is high time for a change."

THE LABEL PROBLEM.

Another matter which seems to call for readjustment between the manufacturer and retailer is that which has to do with distinctive name labels for men's neckwear. Many retailers have apparently come to regard it as obligatory upon the manufacturer to have name labels made and applied to the neckwear which they buy. Twenty dozen labels is the minimum quantity that a manufacturer can order at one time, and when he receives a neckwear order that will only use part of this number, the remaining labels are carried for the convenience of the customer. With the next order, however, come instructions to have a new design of label made. These are procured, and in many cases the quantity that the manufacturer must take is larger than the neckwear order calls for. Nevertheless, he feels that he



IMPERIAL BANK OF CANADA HEAD OFFICE TORONTO.

Niagara Falls, Ont. May 23 rd, 1912 191 No L 15099

Imperial Bank of Canada.

PAY TO

Lothrop & Johnson ---------- Order OR ~~BEARER~~ $ 33,944.00

Thirty three thousand nine hundred & forty four 00/100 Dollars

President Suspender royalty

DOMINION SUSPENDER CO.

ACCEPTED MAY 28 IMPERIAL BANK OF CANADA NIAGARA FALLS

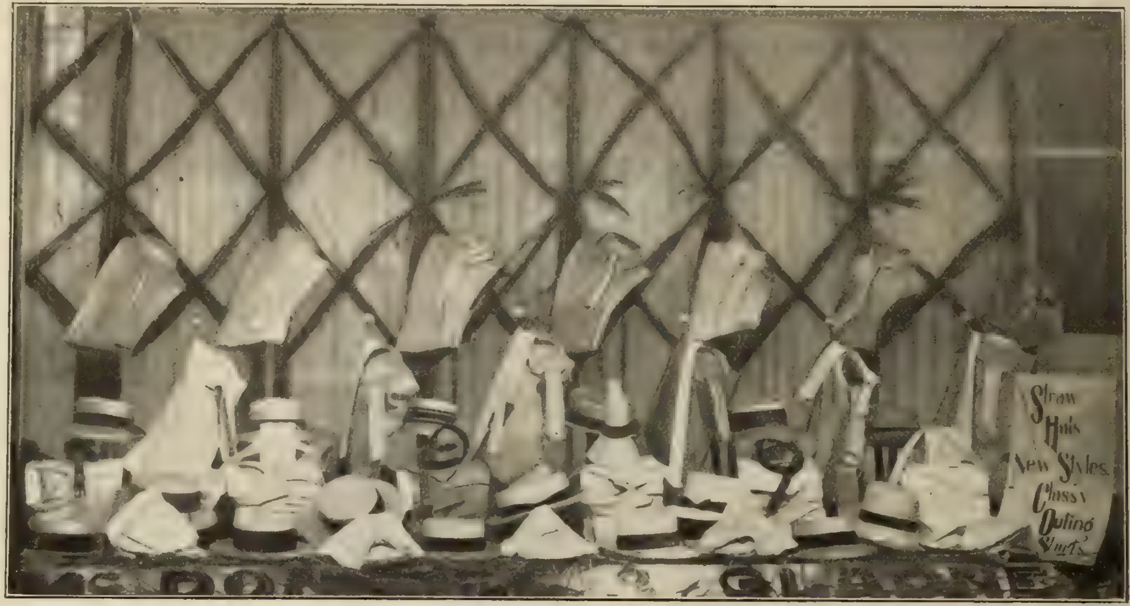
IMPERIAL BANK OF CANADA TELLER No 2 MAY 28 1912 NIAGARA FALLS, ONT.

This cheque represents one payment for royalty (25c. per dozen) paid to the Patentees on PRESIDENT SUSPENDERS sold in Canada, Australia and New Zealand.

The popularity of this famous suspender is the greatest ever.

Are you, Mr. Business Man, getting your share of profit on sales?

DOMINION SUSPENDER COMPANY
NIAGARA FALLS
MAKERS



An originality that makes good use of available materials is demonstrated in this straw hat and outing shirt window. Background of English rye straw taken from crockery crate and arranged as shown over regular background of pleated outing flannel. Floor also covered with rye straw. By J. H. Gehan, for A. M. Gladney & Co., Marmora.

is justified in anticipating the merchant's continued patronage. A few weeks later, however, a traveling salesman may report that the merchant has transferred his account, temporarily or otherwise. As the result of these somewhat arbitrary conditions, labels accumulate on the manufacturer's hands. Some houses have as many as 5,000 dozen in stock that are practically worthless. Prices for labels run from 6 to 10 cents a dozen according to design, and to apply those that must be stitched to the tie by hand, it costs 10 cents a dozen. In the busy season it would require a factory full of girls to sew labels to all of the neckwear ordered. Not a few retail houses have labels made to their own order, and whenever they wish them to appear on goods ordered, instruct the manufacturer to that effect. This is by far the more reasonable method. It would not be surprising if manufacturers were to get together for the purpose of adopting a drastic solution to the label problem as it exists.

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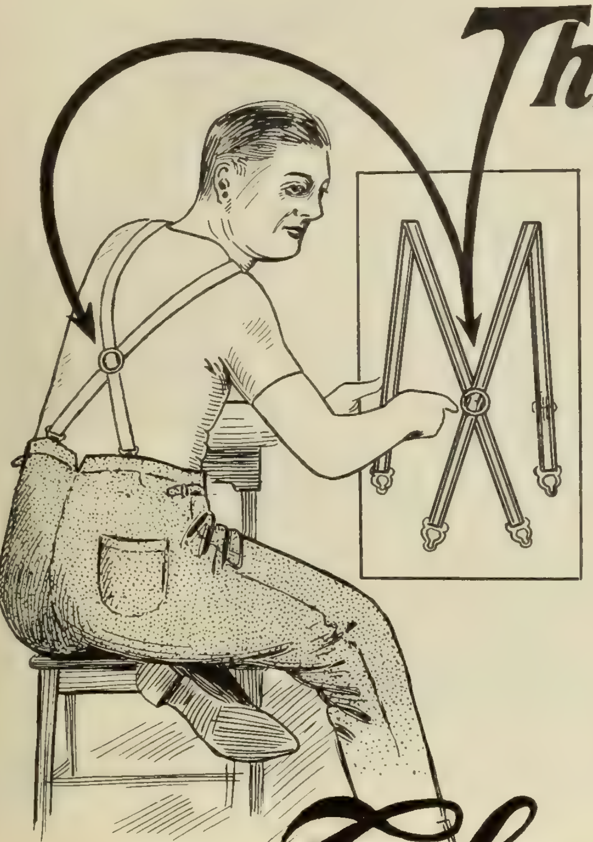
Now comes the report from New York that one retail house there has sold English collars during the past year to the value of $35,000. It is carefully pointed out that this is not due to any superiority in make, but to preference for the style, one highly-favored number being the polo collar which rounds away in front leaving room for the tie to tie close up to the top instead of the centre.

Humorist's Little Frolic

In the course of a playful satire on the methods of the enterprising barber, Irvin S. Cobb, with humorist's license in Saturday Evening Post, pokes fun with impunity at the haberdashing profession as follows:—"The barbering profession has much in common with the haberdashering or gents' furnishing profession as practised in our larger cities. You invade a haberdashering establishment for the purpose, let us say, of investing in a plain and simple pair of half hose, price twenty-five cents. That emphatically is all that you do desire. You so state in plain and simple language, using the shorter and uglier word socks. Does the youth in the pale mauve shirt with the marquise ring on the little finger of the left hand rest content with this? Need I answer this question? In succession he tries to sell you a fancy waistcoat with large pearl buttons, a broken lot of silk pajamas, a bath-robe, some shrimp-pink underwear—he wears this kind himself he tells you in strict confidence—a pair of plush suspenders and a knitted necktie that you wouldn't be caught wearing at twelve o'clock at night at the bottom of a coal mine during a total eclipse of the moon. If you resist his blandishments and so far forget that you are a gentleman as to use harsh language, and if you insist on a pair of socks and nothing else, he'll let you have them, but he will never feel the same towards you as he did."



This is the point

that makes the S.&H. Over and Under Suspender superior to every other invisible suspender ever before placed on the market.

Ordinary suspenders, being sewn at the back joint, cannot and will not adjust themselves to the figure, consequently this is their weak point—but

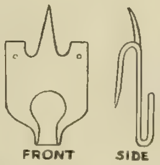
The S.&H.

OVER and UNDER SUSPENDER

MADE TO RETAIL AT 50c. WITH A GOOD PROFIT FOR THE RETAILER

does not bulge because it cannot. The patent nickel-plated adjustable ring which holds the two parts where they cross, adapts itself automatically to every shoulder width and to every movement.

Here's another Good Thing —Patent Button Clasp. It hooks into the trousers and the pull-up of suspenders keeps it in place.

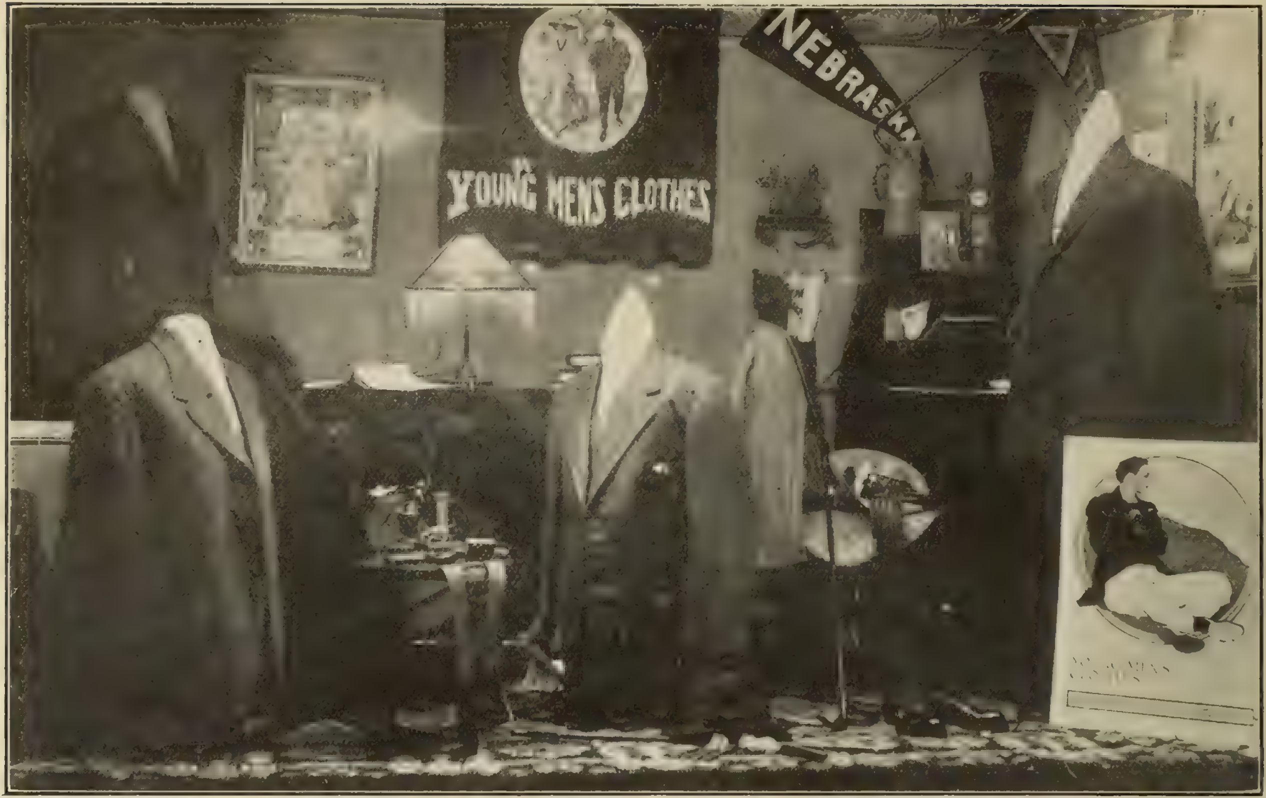


This suspender can be worn over or under the shirt as desired. All metal parts on this suspender are made of solid brass nickel-plated, removing all possibility of rust.

A SAMPLE DOZEN WILL BE SENT EXPRESS PREPAID TO ANY ADDRESS IN ONTARIO

Designed and made by

The Sword Neckwear Co., Limited
Toronto :: :: Canada



A trade-pulling window with furniture arranged to suggest a corner in a college man's den.
— See article for further description.

Display Men's Garments in a Better Way

Use of individual pieces in furniture as fixtures — Fit up the window to represent wardrobe corner of business man's office or den of college student — Card with one price for lot — Demonstration that is sure to attract

SHOW the garments in a better way. Can't you develop a better system than the one we have to show men's clothing? That is the demand and the question being put to men's wear window trimmers every day by the man who pays the bills, who now is outside his store, looking in, and with the eye of a customer, rather than a proprietor, he sees the garments shown in his display window in the same style of set-up as last week or last month or a year ago.

The boss judges his trade by himself, and hence there is his constant demand for new methods in window displays of men's wear. He saw the unit system of setting men's clothing on half shell forms, prevalent months ago, developed into the simpler and easier style of suspending men's coats by the hanger in the collar to metal and wood stands; this style serving well to spread out the garments in a flare at the bottom to show the coat entire, and to show with it to better advantage the other garments contained in a suit complete. This, so-called "careless abandon" style growing old, is now leading to a revival of men's wear displays shown in connection with furniture.

The newest set-ups show the use of individual pieces in furniture as fixtures. It is so easy to fit up one section of a clothing window to represent the wardrobe corner of Mr. Busy Office Man. In this set a costumer, (your friend the furniture man will loan this to you, if you ask him, and you can repay by having his card attached). On the costumer, hang the different articles of wearing apparel, just as Mr. Office Man has it. You know, there's the hat, top coat, coat and vest, the cane, the gloves and perhaps an umbrella. You could have a card with one price for the whole bunch, or go further and set a large window with a number of units of the kind, and what a hit you would make.

The den of Mr. College Man offers a fit subject for reproduction in the window displays, where the furniture to a great extent would take the place of

(Concluded on page 63)

KANT KRACK

COATED LINEN
Collars

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

ARE SOLD ALL OVER CANADA

From the smallest village to the largest city "KANT KRACK" coated linen collars are known and appreciated by users of waterproof collars.

They are the standard for perfect fit, correct styles, comfort and durability.

"KANT KRACK" has the flexible lip which gives greater wear and the slit back prevents the collar button pressing into the neck. ("KANT KRACK" is *made in only one grade and that the best,*)—requires no laundering, rub off with a wet sponge, that's all. (Made in Canada.)

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO

"KING EDWARD" SUSPENDERS

Retail 50 c. Price

KING EDWARD
SUSPENDERS
Are so Easy and Comfortable

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

No Slaughter Sales

are required to sell the famous "LION BRAND" BLOOMERS. They are in such a demand that the merchant can sell them quite readily.

When buying boys clothing look for this trade mark. It is your guarantee that you will have no dead stock on your hands.

WRITE FOR SAMPLES

THE JACKSON MFG. CO., CLINTON, ONT.
Factories: CLINTON GODERICH EXETER

IDEAS FOR SUMMER DISPLAYS

How a background in imitation of polished mahogany may be produced at little cost — An effect that throws goods out to advantage — Setting of chain units — A plan that permits use of various hardwood finishes

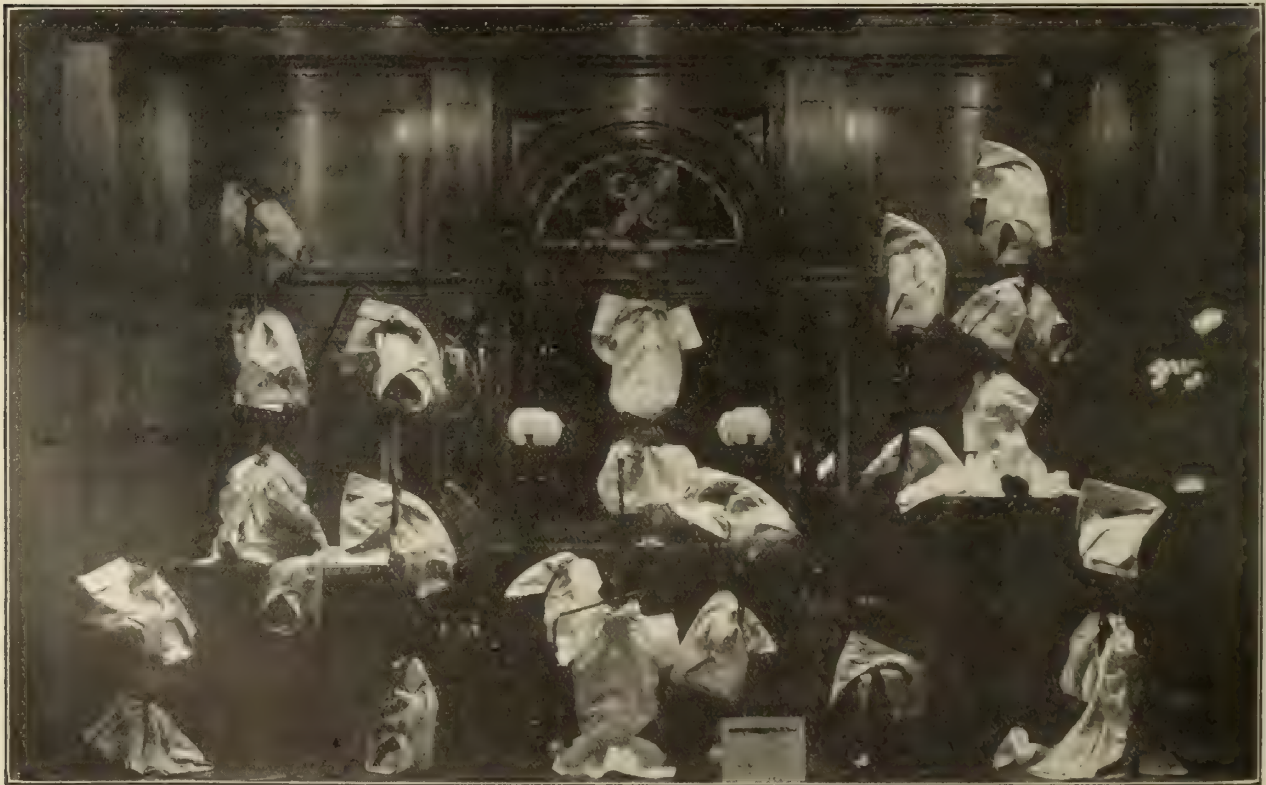
HOW, to look for the needs of the Summer man. You can entice the coin from his purse and induce him to leave some of it in your till in exchange for the articles in Summer wearing apparel you carry, if you set up displays in your windows that are attractive, a combination in display of articles of men's furnishings that are kindred or closely allied. This has a tendency leading to one article affecting the sale of another by showing in combination, which is like unto the salesman behind the counter who sometimes, when selling neckwear, sells the collar used to show off the neckwear also.

BACKGROUND SUGGESTION.

Since most Summer furnishings are in light colors, the permanent hardwood backgrounds common in exclusive stores are ideal for framing the display. Here the contrast is in the extreme, and you only need a good lighting connection to have Summer furnishings displays to stand out prominent at all times. For the merchant with a limited display appropriation there is a possibility of getting an effect about as good at smaller expense; with the numerous wood grain papers on the market, practically all the hardwoods in use are imitated to perfection.

GRAIN PAPER TO IMITATE MAHOGANY.

In our illustration a mahogany window background has been imitated, using polished mahogany wood grain paper. The effect was heightened by setting in sections of window paneing in the centre in imitation of leaded glass. The cost of the covering, including these sections, was $7.50 for a win-



This window shows the effective use of ingrain paper for background purposes. Shirts arranged in link-unit form.
— See article for further description.

dow 15 feet across the back, having two ends 7 feet deep, and the entire background 10 feet high.

This had the advantage over real hardwood in that the low price permitted frequent changing to use various hardwood finishes. For instance, light ash was used in the Fall and Winter to display dark colored merchandise. As seen through the window, the effect is most perfect. Returning to the merchandise display, negligee shirts of various kinds are set up in display unit style with belts, canes, neckwear. The chain unit is the most unique in this setting; this formation of a chain using shirts and belts can be carried to any height. The display as a whole is well set, contains just enough merchandise not to distract attention; it's an ideal setting for a classy store, seasonable, timely and suggestive of business getting.

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Display Men's Garments in a Better Way

(Concluded from page 60)

fixtures to support the merchandise as a setting to back up displays of clothing and furnishing, in combination. For young men's clothing, this is most fitting; there's a demonstration of display effectiveness in every item of wearing apparel shown in the illustration here. For a small space the furniture is well set, and the seeming carelessness of the merchandise arrangement has a tendency to attract attention and hold the eye. The display to do that has fulfilled its mission.

◆

Roger LaRue, head of the firm of Thibaudeau, Freres & Co., wholesale dry goods dealers, Quebec, died June 5, after a brief illness. Mr. LaRue was one of Quebec's most prominent business men. In addition to his activities in the dry goods field, he was a director of many important commercial corporations, had held the position of a harbor commissioner, and was an active worker in the Board of Trade.

APPRECIATES THE READING MATTER.

From H. J. Tonkin & Co., Germiston, Transvaal, S.A.—Herewith please find Ten Shillings in payment of our subscription to the Dry Goods Review.

Please let the amount in excess of Two Dollars go to the extension of the date of your subscription as far forward as it will go. You will be glad to know that whilst we are only interested in the men's section of The Review we appreciate the reading matter and the articles of general interest appearing from time to time. The get up is splendid and far in advance of anything of the kind which we get from England.

NOW!

Packed half-dozen in this smart hinge-top box. Each pair in separate envelope.

NOW FOR "KING COATLESS"

Our national advertising campaign is bringing mail orders in from men everywhere.

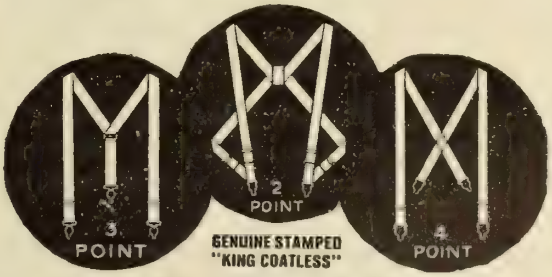
Make a "King Coatless" display and catch this trade yourself. NOW'S THE TIME.

"KING COATLESS"
SUMMER SUSPENDERS

1. Made from sweat-proof elastic webbing.
2. Self-adjusting, sliding back.
3. Rustless, adjustable buckles.
4. Patent goose-neck button loops - can't slip off.

$3.80 the Doz.

For either 2, 3 or 4 pt. as pictured below. Show Cards or Newspaper cuts free. Order at once.



3 STYLES, as illustrated
2 point fasten, one at each side, as photo above.
3 " " " " " " and one at back.
4 " " " " " " " two " "

Wire rush orders at our expense

The King Suspender Co.
TORONTO -:- ONTARIO

Canadian Window Trimmers' Association

First Annual

Convention Program

to be held in Assembly Hall,

Addresses
Demonstrations
Stereopticon Talks
Displays

JEROME A. KOERBER, Strawbridge & Clothier, - Philadelphia
H. HOLLINSWORTH, Robt. Simpson Co., Limited, - Toronto
THOS. DALE, Fixture Specialist, - - - Toronto
AND OTHERS

Wednesday, Aug. 21st., 1912

MORNING

9.00 a.m.—Assembling of members and welcome by entertaining committee.

10.00 a.m.—Address of welcome by President H. C. MacDonald. Reports by officers and committees; applications for membership; general business; nominations; appointment of contest judges; election of honorary members; new business.

AFTERNOON

1.30 p.m.—**Report of National Association of Window Trimmers of America convention, held in Chicago, by Vice-President H. Robinson.**

2.30 p.m.—**Hints to Window Trimmers.** How to ask for an increase in salary; attitude toward heads of departments; trimmer's ambitions and opportunities; truthfulness and honesty; jealousies and standing. **H. Hollinsworth.**

Applications of Wall Papers in Modern Window Backgrounds. Demonstrated by practical panels, with suggestions to work out many inexpensive settings showing the possibilities open to trimmers in this direction. **H. Hollinsworth.**

4.30 p.m.—Entire convention assembles for photo.

Thursday, Aug. 22nd.

MORNING

9.00 a.m.—Election of officers; announcement of awards of contest judges.

10.00 a.m.—**Window trimming from the merchant's viewpoint.** Discussion opened by prominent merchant.

11.00 a.m.—**Introductory Address.** A heart-to-heart talk with the boys, touching their relations with their department. Hints how to push ahead and win out. Personal experiences touching on formal and informal displays. **Jerome A. Koerber.**

AFTERNOON

1.30 p.m.—**Air brush and show card demonstration.**

2.30 p.m.—Comprehensive talk on windows, which will cover the proper handling and selecting of merchandise for display purposes. Pannier and period drapes and their derivation, including demonstrations on

Entertainment

The Reception Committee have in view a program which will combine pleasure and business to the extent that the first annual convention may set a high record for those that are to follow. Every window trimmer, whether a member or not, will find it to his advantage to attend. Merchants and buyers in the city at the time are invited to be present at the meetings.

Canadian Window Trimmers' Association

Three Profitable Days

Aug. 21, 22, 23, 1912

"Prince George" Hotel, Toronto

GEO. J. COWAN, Window Trim'g Expert, Dry Goods Reporter, Chicago
H. C. MacDONALD, Murray-Kay Co., Limited, - Toronto
H. ROBINSON, R. McKay & Co., - - - Hamilton
AND PROMINENT MERCHANTS

Elections
Discussions
Reports, Awards
Entertainment

new fall drapes, with lantern slide illustrations. Jerome A. Koerber.

EVENING

7.45 p.m.—Stereopticon Lecture. Talks on window trimming, illustrated by over 100 slides showing the finest stores and window-trimmers' work in America and Europe, discussing their strong and weak points, proper effects of colors, up-to-date backgrounds, display arrangement, including trims for all seasons of the year. Geo. J. Cowan.

9.00 p.m.—Awards of Prizes.

Special attractions of the convention every day. Displays of window photographs, high-class show cards, contest prizes, manufacturers' latest improvements, new fixtures, draping trimming requirements of all descriptions.

Friday, Aug. 23rd.

MORNING

9.00 a.m.—Report of nomination committee; selection of city for next convention; completing unfinished business.

10.00 a.m.—The manufacture of wax figures; proper care and instructions in cleaning and repairing. Demonstrated. Thomas Dale.

The educational features of this address will be apparent to every window trimmer, who has to experiment in keeping his wax figures in shape. It will be an interesting demonstration of the work from the manufacturer's standpoint.

AFTERNOON

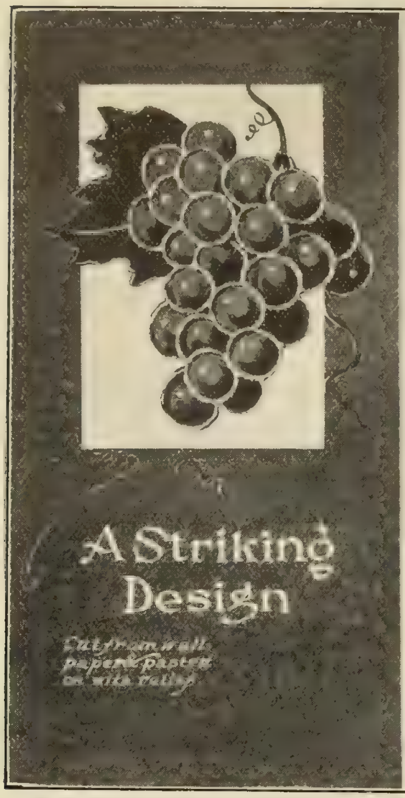
Open.—The last afternoon will be free to trimmers who want to visit the many manufacturers or the departmental stores. This will enable those to get away who have to be at business Saturday.

Extra Demonstrations

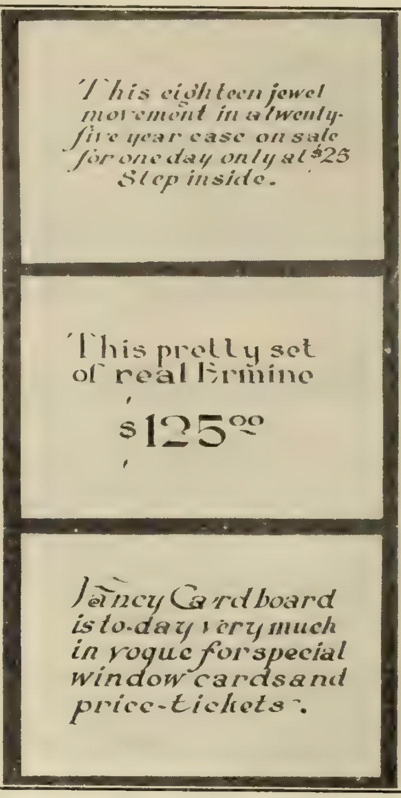
The committee have under consideration several other attractive features, which will be announced later. The program is being arranged with a view to touching on the newest things. Everything points to successfully obtaining proposed or added demonstrations which will be held on Friday afternoon, or interspersed among the other days.

Merchants See that your window trimmer attends this event. It will be rich in ideas, and place him in touch with some of the best men in the business. He will return with enthusiasm and ready to apply himself to the demand of the fall openings. Stores large and small are equally interested. Co-operation for better advertising and merchandising means more business. Send your men along. If possible, come yourself.

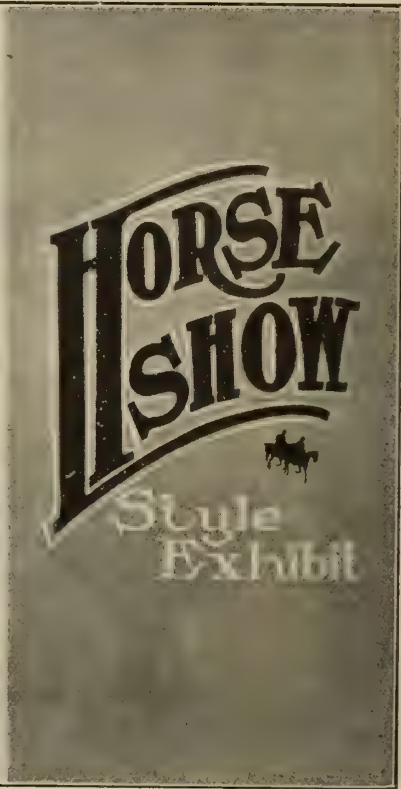
Summary of the Edwards' Short-Cut System of Card Writing



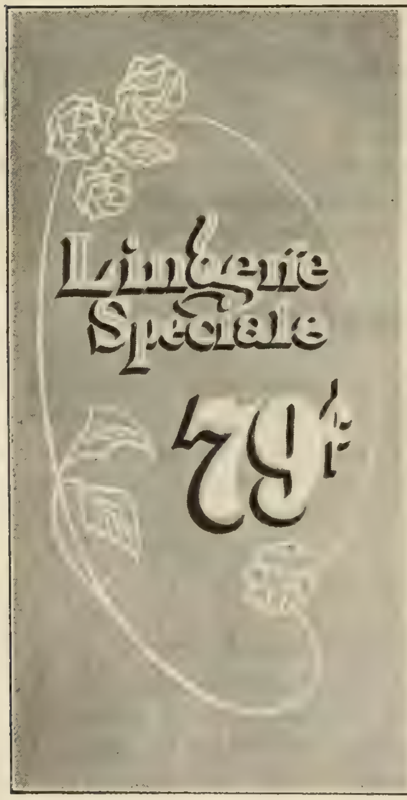
Card No. 1 shows the application of a grape design cut from a wall paper border and applied with relief to a fancy brown card using straight pen lettering.



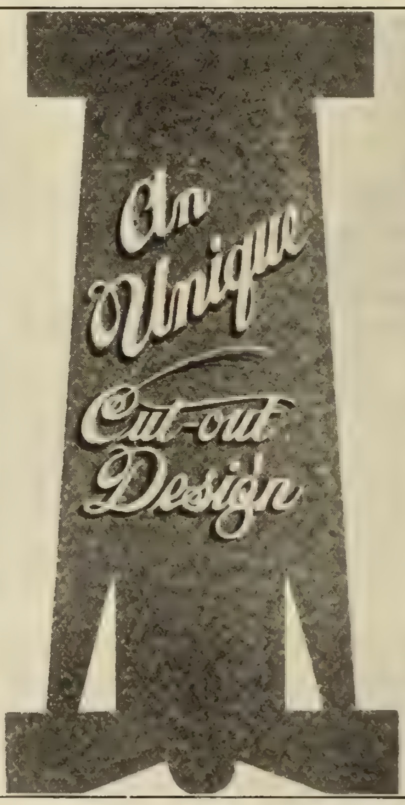
No. 2, samples of pen-lettered tickets. The top ticket is a reader, using the slant pen lettering, which is quite suitable for jewelry displays, etc. The lower ticket also shows the slant pen lettering.



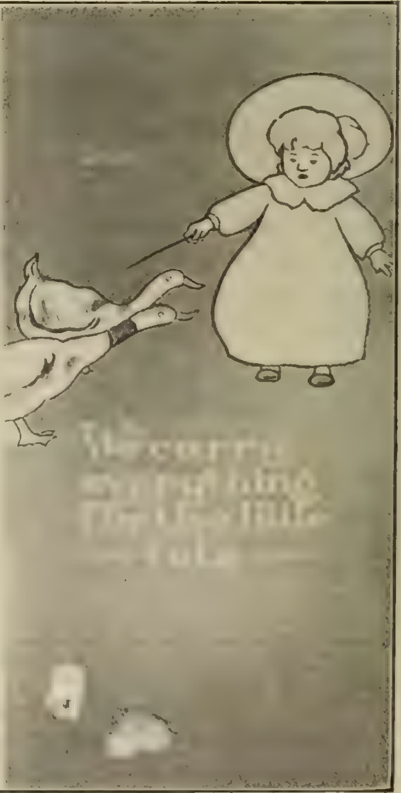
No. 3, a striking horse show card. The lettering used is the latest addition to the "Edwards' Short-cut System," being the eccentric heavy spur block.



No. 4 is a card which can be made at considerable speed. The design is a conventional floral and can be made with a few strokes of the brush.



No. 5 is a unique cut-out design using a fancy cardboard and lettered with brush outlined script as shown on the opposite page.



No. 6 is a striking card of grey, with a design cut from wall paper and pasted on. The lettering is straight pen.

Summary---Short Course in Cardwriting

The fourth of a series of articles summarizing the lessons as taught in the "Edwards Short-cut System" showing the alphabets applied to modern cardwriting — The use of fancy cardboard illustrated

(By J. C. Edwards. Copyright, Canada, 1911.)

WINDOW cards do not make practical interior cards, for they are generally far too fancy, and while they attract outside they detract when placed on an interior exhibit.

No card other than a nicely written white card should be used, unless to give prominence to some particular sale, when a colored card is used or a white card with colored lettering.

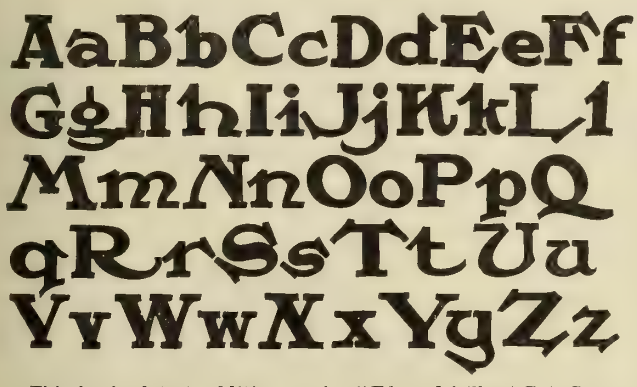
This is speaking from the standpoint of modern merchandising, and you will find this rule adhered to rigidly in all self-respecting businesses, whether in the small village or the largest city.

When it comes to window display cards, there is, however, much more latitude (except in sale cards, which should always be in keeping with the cards used inside), and the more attractive the card the better; not necessarily too fancy, but neat and effective.

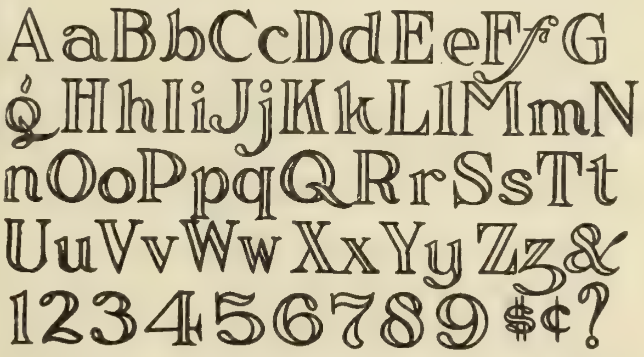
USE OF FANCY CARDBOARD.

This is where fancy cardboard comes in for its share of popularity, and, indeed, it is much in use at the present time. From the plain matte grey board to various tones of sepia, shading into deep brown, in plain and mottled effects, fancy cardboard comes in a number of weights, and a variety of prices, but if bought in quantities through the store may often be bought at wholesale prices.

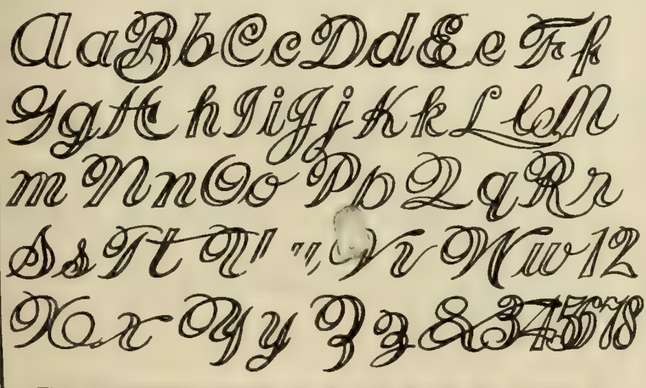
Take Card. No. 1, which is a striking example of the effect obtained through the use of fancy cardboard. The design, consisting of a bunch of grapes, was cut out of a handsome wallpaper border, pasted on a relief background of champagne card,



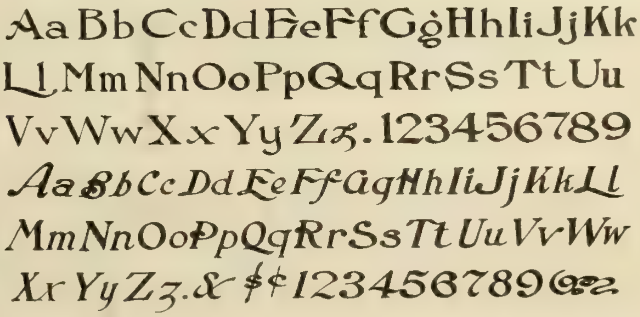
This is the latest addition to the "Edwards' Short-Cut System"—the Eccentric Heavy Spur Block. It is an easy letter to make and quite suitable for strong headlines.



The summary or the brush or pen outline roman as taught in Lessons 17 and 18. Notice it applied on the opposite page on Card No. 4.



This summarizes Lessons No. 19 and 20 of the "Short-Cut System." It is the Brush Outline Script. Card No. 5 shows it put into use.



This plate shows a summary of Lessons No. 15 and 16—Straight and Slanting Pen Lettering. Cards No. 1, 2 and 6, shown on the opposite page, demonstrate their use.

and mounted on a brown mottled card. The lettering is straight pen, using a No. 1 Soennecken.

• • •

Card No. 2 shows three pen-lettered tickets suitable for jewelry stores; or, in fact, almost any store where small cards could be used to advantage. The complete summary of both straight and slanting pen lettering is shown below.

• • •

Card No. 3 illustrates the heavy black letter known as the eccentric heavy spur block, as summarized below, and outlined in white. The lettering below is the brush stroke Roman, executed with a No. 6 brush.

• • •

Card No. 4 demonstrates a very speedy decoration, which represents a conventional floral design. The lettering is the brush outline Roman as shown in the summary below.

• • •

Card No. 5 illustrates brush stroke script, as shown in the accompanying summary, applied to a cut out design. The only decoration used outside of a black shading is the fancy card itself.

• • •

Card No. 6 also shows what can be done by using cut-out wallpaper designs. The lettering is straight pen with the addition of a scroll applied to the "W," which adds greatly to the effect.

• • •

As this is the last article of the series which has covered every issue for almost two years, and also the last of the lessons from the "Edwards Short-Cut System of Card Writing," it might be well to state here that any further information regarding outfits, etc., may be had by writing to the author. If you have had difficulties which you found hard to surmount, a personal letter stating your troubles to Mr. Edwards will be promptly answered. Address: care of Dry Goods Review, 143 University Ave., Toronto.

◆

Napoleon Was Careless

Here and there in the different museums of France, states Dr. Daymard, of Paris, admirers of Napoleon may come across his uniforms, hats and court robes, and scarcely one who has seen half the motley collection but wonders a little at the strange difference between the shabby cocked hat and "redingote gris" and the extraordinary sumptuousness of the court robes. The whole wardrobe of the Coronation is laid out in the Pavilion de Rohan, and surely few costumes showed such weight of gold embroidery and such material richness and yet such real vulgarity. That rain-worn cocked hat shown at Fontainebleau or the two others shown at the Invalides, and the steel-grey overcoat, slightly cut and soiled, but still serviceable, which is also in the Invalides, all look much more in taste, and certainly much more in character, so far as Napoleon is concerned. The large gold-embroidered bees, which replaced the banished fleur-de-lys as a decorative motive, are finely wrought—the velvet and the silk are the best that could be had, each detail is worked out with care; and yet the whole effect, with clashing color and clumsy design, is disappointing indeed. But the cocked hat and the overcoat, even in their rude simplicity, have all the sense of style which these pretentious garments lack. Yet Napoleon was much less careful with his everyday clothes than with his finery. He spent money on repairs foolishly, when new clothes would have been better, and yet persisted in wiping his pen on his white riding breeches, and scorching the soles of his boots by using his feet instead of a poker.

It was all rather false economy; in some of these matters no man was more careful, but in others certainly none was more careless. He used constantly to deduct large percentages from tailors' bills, but the tailors, knowing this beforehand, were sometimes even more handsomely paid than they really hoped. There is a strange document, just re-discovered and published for the first time, relating to repairs to the Coronation costume. It is included in the accounts of the tailor Chevalier for the year 1806. Napoleon, having scored the great victory of Austerlitz, was coming back to Paris to make a great impression. His Coronation robes were to be prepared. But it was no simple matter. Napoleon had grown stouter, and therefore the following:

"For enlarging the Coronation costume and relining it with six ells of satin at 15 Fr., 87.50 Fr.

"For enlarging six pairs of riding breeches, 20 Fr.

"Re-arrangement of the backs of two waistcoats, 10 Fr.

"Enlargement of a hunting coat, 32.50 Fr.

"Enlargement of twenty-four pairs of riding breeches, 87.50 Fr."

Dr. Daymard does not record whether the Emperor whittled down this account or not.

Beaver Brand

For the Misses

BEAVER BRAND.

An important department in your store is that of misses' wear—important because in getting the trade of the children you are not only laying the foundation for their trade for when they grow up but you are almost sure to gain the mothers patronage now.

Misses "Beaver" Brand Knit Coats are equal in style and quality to our adults garments.

Let us show you our range of misses' coats and toques for Fall.

BEAVER BRAND

R. M. Ballantyne, Limited

Manufacturers of the well-known
Beaver Brand Knitted Goods

Stratford -:- -:- Ontario

EARL & WILSON
A Summer Collar for Stout Men

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to:
A. E. ALTMAYER
c/o Earl & Wilson - New York

EARL & WILSON
Comfortable, close fitting, business Collar

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED
73 King St. East, - - Toronto

"Review's" Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor Men's Wear Review.—Please advise us as to names of importers or jobbers of English rubberized raincoats to sell from $10 to $15.

* * *

J. Mandelberg Co., Montreal; M. Pullan & Sons, Toronto; J. J. Foley, Manufacturer's Agent, Toronto.

* * *

Editor Men's Wear Review.—Where can I buy Dr. Deimel's Linen mesh underwear?

From the Deimel Linen Mesh System Co., Montreal.

* * *

Editor Men's Wear Review.—I am secretary of a local ball club and would like to know addresses of reliable firms who supply suits for teams.

Miller Manufacturing Co., Toronto; Defiance Manufacturing Co., Toronto; Mossbacher & Co., 779 Broadway, New York.

* * *

Editor Men's Wear Review.—Please give us the name of a firm making gymnasium jerseys.

Would suggest that you write Scott Knitting Co., 24 Ryerson Ave., Toronto, or The Dr. Jaeger Co., Montreal. The first named make a specialty of knitting jerseys in special designs to order.

* * *

Editor Men's Wear Review.—Please send us names of firms making light-weight flannel shirts, duck trousers, flannel trousers and duck jumpers.

Light-weight flannel shirts:—Dufferin Shirt Co., Toronto; Van Allen Co., Hamilton, Ont.; Regal Shirt Co., Hamilton; Deacon Shirt Co., Belleville.

Duck Trousers:—Defiance Mfg. Co., Toronto; Miller Mfg. Co., Toronto.

Flannel Trousers:—Dufferin Shirt Co., Toronto; Regal Shirt Co., Hamilton.

Duck Jumpers:—Miller Mfg. Co., Toronto; Defiance Mfg. Co., Toronto; Deacon Shirt Co., Belleville.

* * *

Editor Men's Wear Review.—Do you know of any firms who install moving stairways?

The Otis-Fenson Elevator Co., Toronto; and The Turnbull Elevator Co., Toronto.

Editor Men's Wear Review.—Where can we obtain cuts for newspaper advertising purposes?

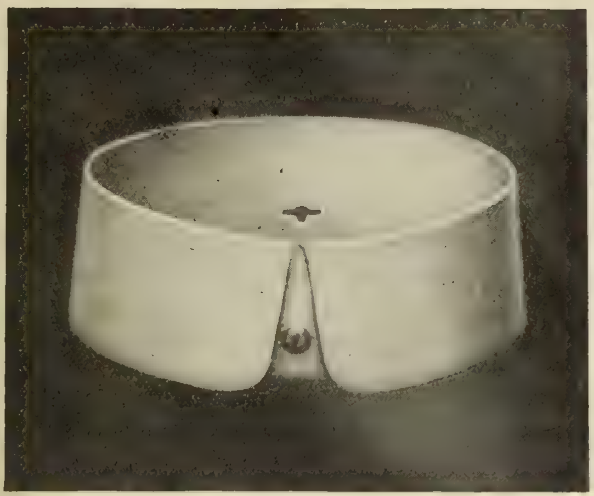
From British and Colonial Press Service, 67 Adelaide St. West, Toronto; Central Press Agency, Toronto; Syndicate Cut Co., 38 Park Row, New York.

* * *

Editor Men's Wear Review.—I have been thinking of issuing a weekly circular letter to say, 200 people who should deal at home but who, for some reason have been in the habit of buying elsewhere. Our market is at the present time, unsurpassed and I thought it an opportune time to bring this on. My difficulty lies in not knowing what would be the most economical method of doing this. There are, I believe, a number of duplicating machines on the market but I do not know which would best suit my purpose nor what firms put these out. A small printing press might work out, too. I would want about cap size. If you could put me in communication with firms and favor me with your suggestions I would esteem it a favor.

* * *

We would suggest that you communicate with the following firms: The Canadian Writerpress Co., 122 Writerpress Building, Hamilton; American Multigraph Sales Co., 129 Bay St., Toronto; United Typewriter Co., 9 Adelaide St. East, Toronto; and the Autographic Register Co., 29 Colborne St., Toronto. All of these people have machines suitable for the purpose you describe, and at prices ranging from $15 to $300. We would suggest that, if there is no printing office near at hand, you get a machine of larger capacity than you may immediately require for we are positive that you will find the plan will pay you and you may want to enlarge upon it from time to time. B. W. Thomas, Hartford, Ont., is a merchant who has developed his advertising along that line and he may be in a position to give you some helpful information. He began with a Writerpress, but subsequently learned something about printing and now has a small press in the rear of his store. He issues a very creditable sheet for advertising purposes and also prints his own letterheads.



BIG SALES

await the merchants who stock and feature the popular linen waterproofed collars.

CHALLENGE COLLARS

are the favorites with men who know

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes. We make an Outdoor Brand, linen finish at $1.25 doz.

SEND FOR SAMPLES

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Wreyford & Company

Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps. Latest shapes The "Inver" and "Lothian"

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester

Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies.
Rubber and yarn-proof. See our Hand Spun Coat—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

Comfort Wear

Comfort and wear are the two main points considered by the customer when buying underwear.

"MAPLE LEAF" BRAND UNDERWEAR

gives the maximum comfort and wear and is moderate in price. It sells readily and leaves a good profit for the merchant.

WRITE FOR SAMPLES

Thos. Waterhouse & Co., Ltd.
INGERSOLL -:- ONTARIO

Montreal, Harold F. Watson Weldon Company
Coristine Building

Have the Best in Your Store Front

Latest metal installation overcomes many problems — An investment that the up-to-date merchant must seriously consider — Numerous advantages

Men's wear and dry goods merchants are giving more attention to store front arrangement and construction to secure the greatest amount of glass surface and display space. Several systems are used in planning or reconstructing modern fronts, and most merchants have left the decision of the best one with the architect. The result has been that practical installation of store fronts, applied to the building as it stands, is less understood, and has been neglected because the small amount of money involved did not pay architects, who were busy with larger contracts.

The value of improved store fronts to business is recognized. Installation has become comparatively simple, owing to the features of new metal systems. All-metal and glass store front construction is applied in original designs making suitable store fronts and windows for any or all kinds of merchandise. Most systems include the entire front from sidewalk to I-beam, and provide for all the details of light reflection, artificial window lighting, interior layout, size of store, drainage, ventilation and strength.

A PAYING INVESTMENT.

Simplicity and low cost of metal front construction is interesting to both owner and tenant, as the improvements involved make first cost a paying investment to both. With outside measurements given, different plans are suggested for each front, and in deciding on designs submitted each merchant wants the latest features. All exposed woodwork is eliminated and freedom from rotting or warping is now assured. Non-rusting construction is specified, and painting is unnecessary. Fireproof construction to lower insurance rates is aimed at. In the method of glass setting a perfectly flat surface on the outside is obtained in improved systems.

Narrow frames enhance appearance, but weight of sash depends entirely on the size of glass plates, contraction and expansion and differences in glass thickness, and must be sufficiently yielding to ensure safety from breakage. Weather changes and exposure are also considered. Each system has different methods of meeting these conditions, which make it imperative that merchants be informed as to the relative merits of each one.

IMPROVED VENTILATION.

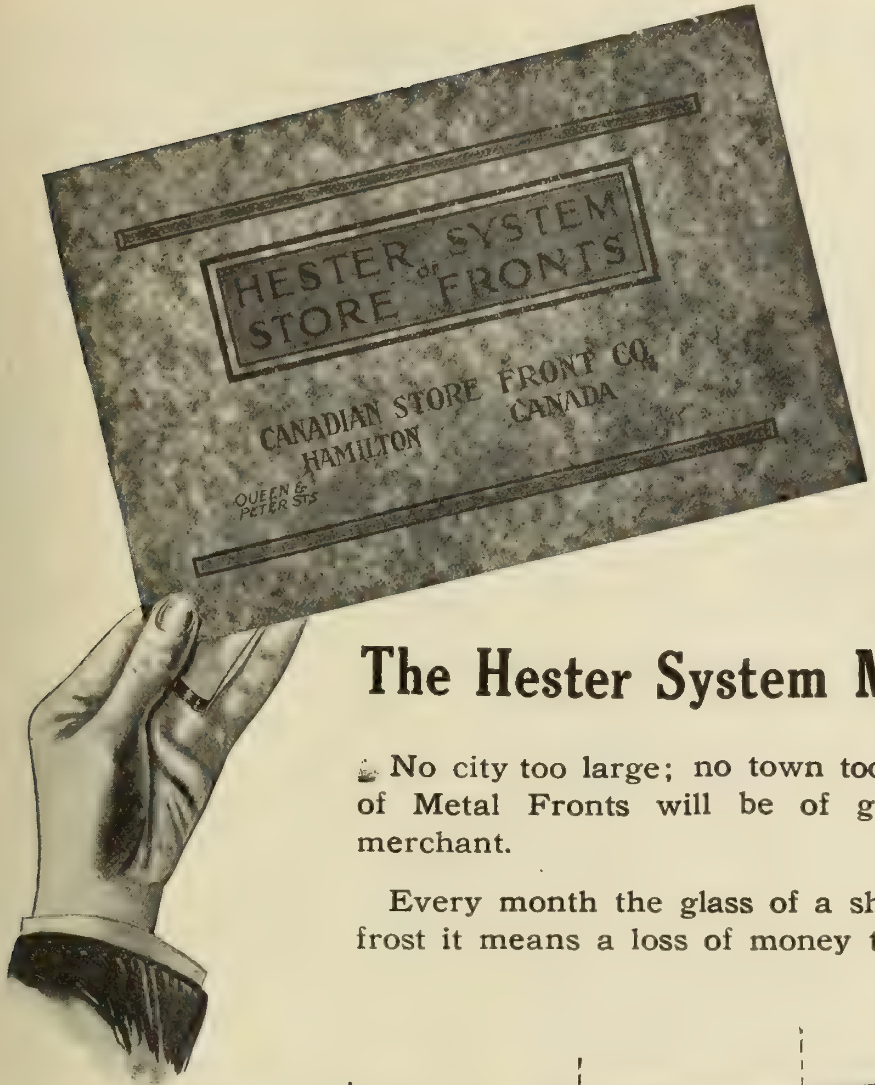
Several improvements are claimed for proper ventilation, which in themselves are favorable arguments of the superiority of metal frames over old-time fronts. The theory of frosting is explained in different ways, and overcoming the trouble is not entirely under control from the front. Improved systems have a simple slide in connection with ventilation and drainage openings, which helps eliminate frost. This angle slide is operated from the inside. Of course, a proper airtight background is necessary to maintain uniform temperature and volume of air, and permit the vent service to overcome any quick changes in interior or exterior atmosphere, causing moisture.

In adding exterior improvements, the general effect in many instances is lost, and later expense is bound to come with increase in business, rebuilding or alteration costs. First costs are cheaper in the end, and with metal and glass fronts as a satisfactory basis, other improvements can be added sooner or later. Original ideas in metal canopies, doorways, arrangement of prisms, signs and bulletins, using space above the windows and making individual window lambrequins may be added in time and are permanent. The cost is no greater in proportion in smaller stores than larger ones.

NEGLECT IS COSTLY.

When merchants take into consideration the numerous improvements, which are good advertising and keep people talking, they cannot afford to neglect their store fronts. Up-to-date entrances are more than advertising, they are an invitation into the store. Modern fronts stand for progress and bespeak the standing and business ability within. Close study of the matter of front construction is not entirely for the man who is building. The adoption of these classes of fronts for blocks at a stretch by larger firms in many United States cities is an indication of modern business. Each merchant should satisfy himself whether or not business is being sacrificed to avoid an expenditure which is entirely warranted.

Expense at first may be thought prohibitive, because the trouble has not been taken to estimate the saving of first outlay or to find actual first costs. Each merchant should know the best in store front construction in the interests of his own business.



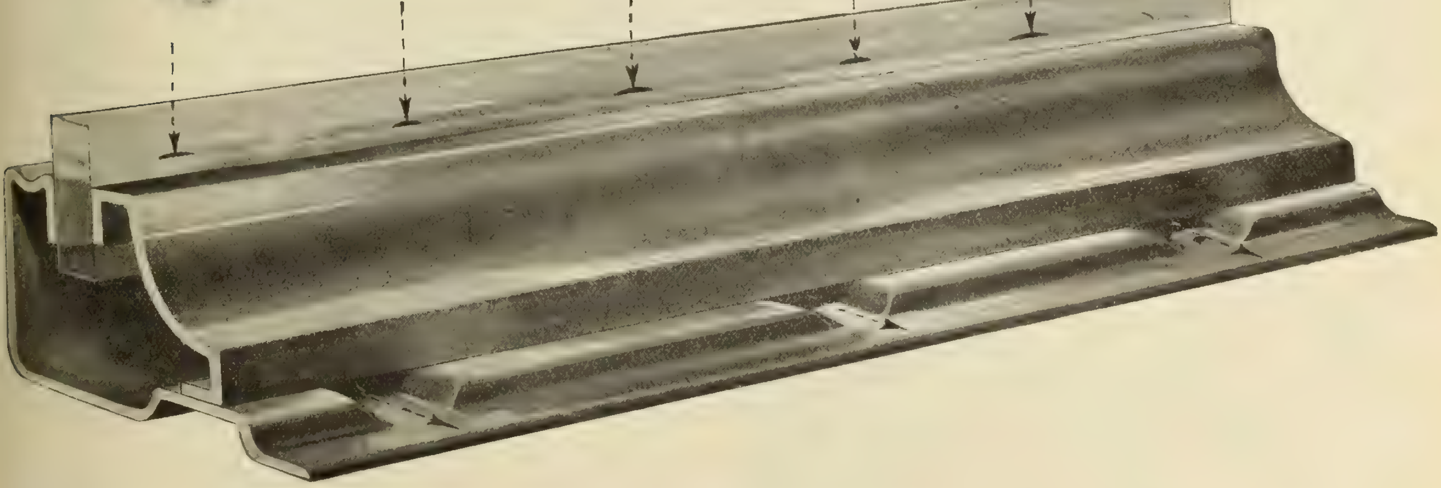
WRITE FOR THIS CATALOGUE.

As a modern merchant, you are interested in knowing all there is to know concerning modern Store Fronts.

The Hester System Metal Store Fronts

No city too large; no town too small. The Hester System of Metal Fronts will be of great benefit to any retail merchant.

Every month the glass of a show window is covered with frost it means a loss of money to the merchant



Hester System Ventilated Metal Sash represents the only perfect method of holding plate glass.

Metal Store Fronts finished in Polished Copper, Oxidized Copper, Gun Metal, Polished Brass, Nickel-plated.

WRITE TO-DAY FOR CATALOGUE.

THE CANADIAN STORE FRONT CO.

QUEEN AND PETER STREETS, -:- HAMILTON, CANADA

SHIRTS, COLLARS AND CUFFS

Shortage in some of the fabric ranges favored for negligees — Delayed shipments of percales arriving — Large Fall orders on fine line stripes — The merchant and the trade marked shirt — Question of better profits for Fall

PRESENT season shirt business is good. Travelers, generally, are expecting increased repeats from their territories. Factories are busy, and merchants are advised of a shortage in some ranges of correct materials for negligees. This shortage is regarded as in great measure, a result of the British coal strike. Buyers will, therefore, have to be satisfied with a number of less sightly designs, instead of finer stripes and with plain colors in especially-wanted fabrics. It also means that factory clearances, after July 1, will not contain such unusual values or good patterns, although better customers may be favored with fair assortments.

A FABRIC PROBLEM.

Some mills have just received delayed shipments of repeat designs in percales, and are advised that other orders cannot be filled with any guarantee of delivery. To secure materials, manufacturers are accepting the best fabrics and designs to be had. With these conditions it is almost certain that the volume of repeats for Summer negligees, following the demand during the first warm days, will clean up assortments or cannot be met as desired. Each merchant is cautioned to make a second selection of patterns or ascertain what is the best he can do in resorting sizes.

FINE LINE STRIPES FOR FALL.

All Fall orders have been on fine line stripes in black and white and blue and white, or on plain colors in favorite cloths. Later orders for Spring have naturally been selected on similar designs. Cloths available at present for repeats are mostly in wider stripes and more pronounced patterns, several designs being already cancelled. Stocks in sight do not nearly measure up to the anticipated demand for repeats. If a corresponding increase is shown on repeats a shortage will be general. Such conditions are unusual in the shirt trade and are not cited in order to boost business. Sufficient orders are already placed to keep factories busy until Fall materials are in hand, so it is not a case of accepting or wanting more business by manufacturers.

Buyers can select an opening order complete from almost any one range of shirts now submitted for Fall. Advertising and stock conditions make it good policy to specialize wherever possible. Comparing range for range, merchants must admit that patterns are not sufficiently different to establish a marked preference for one assortment over another, and that a satisfactory selection might be made from any range.

INFLUENCE OF TRADE MARK.

The distinctive name or trade-mark sometimes plays a unique part in shirt merchandising. Each merchant naturally enthuses over the line he carries. When a customer demands a named make the salesman has a straight argument, favoring his own line to effect a sale. Some interesting conditions arise where stock is assorted between two or three makers. For instance, a customer demands a shirt size 15, but does not care for the pattern shown. This the salesman has just endorsed as his best make. A novel design is seen in a case or window and the pattern pleases. If the size is not in stock, however, the nearest design is found in another maker's line. Should a sale be made at all, it is a shirt considered to be "just as good." This is a unique position. The merchant must exercise some tact or find himself commending three different manufacturers' shirts as his "best." A customer's opinion of this misguided enthusiasm is not likely to be flattering, as a sale at any cost seems to be the object. Appearance of stock is another consideration, and except where facilities warrant removing of contents of boxes to cases or fixtures, effective stock keeping is almost impossible. Proper arrangement of sizes is out of the question, as labels are different and boxes are not uniform with shelving. Other troubles suggest themselves.

For Fall, the question of better profits suggests itself. Most men can be educated to buy an assortment of shirts because of novelty or replenish their wardrobe. Satisfaction is based almost entirely on wearing qualities, fit and comfort. Buyers are more apt to remember the price in case of inferior colors, fabrics or workmanship. This gives a simple guide in asking for better profits to average the season's selling. Shirts marked to secure better margins should be sure to prove satisfactory.

(Concluded on page 79)

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

NECKWEAR AND ACCESSORIES

Novelty to be an outstanding feature of the Fall season — The return of the Ascot — Border ends, odd stripe and bar spacings — New lines that are now finding favor — The millinery and neckwear cards — Controversy in New York as to the future of knit ties and tubulars

THAT novelty is to play a stronger part than ever before in neckwear business for Fall is the assertion of manufacturers. Silks for the new season have been bought, and the statement that no particular fad is uppermost may be regarded as an advance impression of these fabrics.

Such has been the run of novelty in men's neckwear during the past few seasons, however, that it would seem impossible to bring forward anything having a decided note of novelty. Rather would one expect to see a turn of favor towards some from other than the four-in-hand or Derby, but this, of course, is out of the question.

The return of the Ascot depends largely upon the sanction which fashion may place upon wing collars. For the past few years, there has been a determined effort to work up a wide demand for this style of collar, and the degree of success that has been attained in that direction is some warrant for the approval with which manufacturers regard the Ascot as a feature of the Fall season. Some houses are paying considerable attention to the production of novelties in this line which will undoubtedly do much to give a new trend to the season.

PRESENT SEASON NOVELTIES.

Border ends, odd stripe and bar spacing, and lengthwise stripes are already features of the market, and the Fall season will see a further play upon stripes, bars and borders. A recent novelty is made of two contrasting colors, or lengthwise bars, meeting in the centre of the tie. A striking creation is a tie of this style made up in gold and green. The fabrics used are satins, peau de soies and reps, in 75c. values. The tie had its origin recently in Paris.

One house is showing a very neat Summer line of printed border poplins, with borders of black, Copenhagen, tan, navy, cardinal and violet. These ties are in 48-inch length, and they are also made on the bias.

THE TREND OF COLORS.

Not only is there a strong play upon new color effects for the Summer season, but this feature is likely to become all the more interesting for Fall. A manufacturer or designer scorns no suggestion that is likely to meet with the approval of the trade. Sea green, for example, is a shade that is reported to have come into remarkable favor during the past few weeks. In fact, one authority has it that this is a shade which enjoys quite as much vogue as grey or blue for informal wedding neckwear. At a recent stylish event in Winnipeg, for instance, the bridegroom not only wore a tie of sea green, but his

New summer poplins. Bordered tubulars and open-end Derbys in all the preferred colorings. Sample illustrated is in rich blue, with combination of deeper blue and tan for pattern. Shown by Sword Neckwear Co., Toronto.

LINOLO COLLARS

Stand Where Others Fail

AEROPLANE

ETON

REGISTERED LINOLO WATERPROOF COLL

SIZE 13

Let the non-corrosive aluminum eyelet get a customer satisfying collar business for you.

Send for samples and prices of our different styles.

This illustrates our "Eton" Collar made in sizes 11 to 13½.

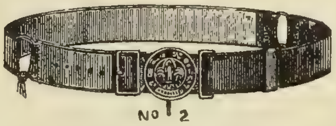
"LINOLO" collars are made of waterproofed linen. The **strong** points of "LINOLO" are the weak points of others.

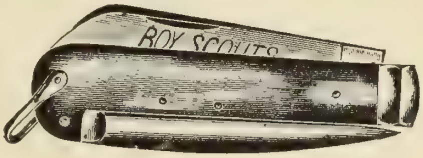
Try "LINOLO" for profit.

The Smith-D'Entremont Company, Limited

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request





Have You Boy Scouts in Your Town?

The institution of the Boy Scout and Girl Guide movement in Canada has created great possibilities for merchants to successfully cater to the boys' and girls' trade.

"Are You Prepared"

to be the official outfitter of your town? "Millers' Official outfits lead America. We are authorities on Boy Scout and Girl Guide uniforms.

We also specialize in Militia and Cadet uniforms, duck and all service clothing for butchers, barbers, waiters, cooks, doctors, bartenders and porters, etc.

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in

The Miller Manufacturing Co., Limited
251-253 Mutual Street : : TORONTO

example was followed by the five young men who acted as assistants at the ceremony.

After all, there is no great distance between the approved neckwear colors and those which are chosen as leaders in the millinery color card for next season. Six shades of fuchsia or purple are given first place on the card that has just been issued, and it is evident that purples will have good position on the neckwear ranges for Fall. Deep blues, flame shades, browns, greens and greys all figure prominently in the different gradations of tone in the millinery color card, and have been selected by neckwear manufacturers. A particularly strong position is given to browns.

A Parisian neckwear novelty in two lengthwise stripes of contrasting colors. Made in satins, peau de soie, or reps. Shown by A. T. Reid Co., Toronto.

ARE KNITTED TIES AND TUBULARS PASSE?

Quite a controversy, which is likely to have an echo on this side of the line, has been caused in New York by the practically unqualified statement of an authority that tubulars and knit scarfs are passe. The statement which appears in *Men's Wear* (N. Y.) is accompanied by letters from buyers and manufacturers who, however, do not all seem agreed on the matter. Some of the arguments for and against are quoted here:

"A tie that lasts too long becomes monotonous to the well-dressed man. He gradually goes back to his silk cravat as to an old friend."

"As long as the close-fitting double collar remains in vogue, so long will knit scarfs be sold. They are one of the lines that require extreme precaution in purchasing. Tubulars are not a factor of great importance."

"So many men have found these scarfs so easy to tie with the closed-front collar that I do not believe they are going to give them up."

"Now that the popular-priced ties are showing up such excellent effects, the question arises whether it is not a good time to lay low on knit wear and see what's going to happen. On the other hand, it is known that high-grade stuff cannot be duplicated very well upon the circular machines, and that this is an uncaptured field for the high-grade retailer."

"It seems the more 'death knells' in regard to this article the more it takes on a new lease of life."

One manufacturer of high-grade knitted neckwear considers that the demand for this class of goods has reached its climax and is now on the decline.

"The wearing qualities of the knit and tubular cravats are such that it cuts the consumer's bills in two. That is very good for the man who wants it that way. We believe the time has come when the well-dressed man wants a cravat that is a cravat with all the richness of color blending, which can only be brought out in cut goods."

"We apprehend that the manufacturers of cut-up neckwear are beating, and can beat the manufacturers of knit neckwear out of sight. No cut-up manufacturers of men's neckwear need be afraid of the future. It will take care of itself in the infinite variety of silks and the superb quality found in the manufactures of men's neckwear."

THE POSITION IN CANADA.

So the statements go—some arguing that knitted ties are on the wane and others that they are selling better than ever. In Canada, while there is a demand for high-grade knits, manufacturers have too great confidence in the quality, the design and the general richness of their silks and the increasing demand for them, to regard the question as one of serious comparison.

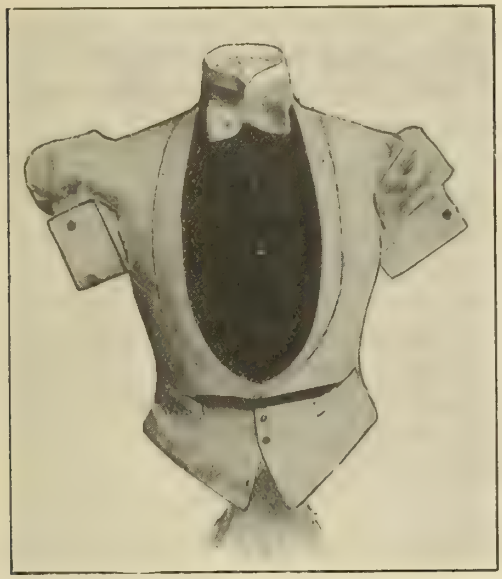
◆

Blazer coats of striking colors, with millinery to match, have been a feature of the fashion displays on the board-walk at Atlantic City this summer, and it is stated that some of the striped serge trousers worn by the men vie with the jackets worn by the women in the matter of brilliant color effects. Habutai silk shirts are another item on which male and female minds appear to be unanimous.

Shirts, Collars and Cuffs

(Concluded from page 74)

Except in exclusive stores, very few shirts are sold over $2, and $13.50 dozen values often bring this price. Some finer zephyrs wear exceptionally well and look the part. Lines at $12 are retailed at $1.50. Shirts in good fabrics at $10.50 sell for $1.50 and $1.25, and the latter margin is good. Some larger stores get $1.50 for $9 shirts, but the trade asking $1 and $1.25 are limiting their average to advantage. Many men do not mind 25 cents extra, to others $1.50 looks a lot for a shirt. Customers who follow every whim of fashion make no objection, but for a staple, growing trade it is felt that $1.25 is sufficiently high to warrant confidence in $9 values. Complaints are then not so justifiable, or as apt to be heard, but if $1.50 is paid by a customer for a $9 line, only average satisfaction is to be expected. Salesmen claim that in this way, there is less necessity for clearance and greater opportunities for repeats if fair margins are asked. Customers are thus more generally satisfied with the store and the brand of shirt.



The latest novelty in men's wear takes the form of a black full dress shirt. The black bosom of the shirt is finely pleated, and the body, sleeves and soft double cuffs are white. This shirt recently created a sensation in London, and has arrived in New York.

Copyright, Fairchild Co., New York.

The Fall outlook is particularly promising. Manufacturers will be kept busy to give prompt August 25th deliveries on orders already placed for city and outside trade. Delay in shipments of materials from the mills for Fall is not anticipated, and by that time it is hoped difficulties in securing correct cloths and patterns will have been removed.

The Well-Dressed Shirt-Sleeve Man

Demands

"STAR BRAND" SHIRTS

Star Brand
SHIRTS
Are Made for Particular People

It's not because "Star" brand shirts are more widely advertised than other good lines, it's not because the patterns are so much better, it's not because the fit is more perfect but it is because they embody the real elements which make you notice a particularly well groomed man pass. He is in his shirt sleeves, without hat and perhaps a tennis racket in his hand—his shirt is refined, yet striking; neat, yet free and easy and comfortable looking. That's the reason "Star" brand shirts appeal to particular men.

"Star" brand neckwear is featured in the better stores. Let us send you a sample assortment.

Van Allen Co., Limited
Hamilton -:- Ontario

In his advertising, as in the arrangement of his stock, he must seriously weigh the lasting impression for good or ill, likely to be created in the minds of his customers.

GOOD ADVERTISING

Using the steam roller in promoting a sale — How far should merchant use heavy display in an advertisement that must command attention by reason of its size? — Good and bad points in midsummer advertising

TO WHAT extent is a merchant justified in using bold display in an ad. which, by reason of its size, must attract attention. This question has undoubtedly confronted ad. men not only for men's stores, but also for large departmental concerns. It is now suggested by the two-page ad. of W. R. Megan, Vernon, B. C.

In commenting upon an ad. of this kind it is necessary to get the ad.-man's viewpoint. In considering the matter he evidently concluded that the occasion required something different, an ad. that would be a sizzler. In one sense he achieved his object. The headlines are sufficient to suggest that the ad.-man's ink effervesced regularly. The ad. is a hair-raiser.

But was it necessary to devote so much space to the enthusiastic discussion of generalties? Surely no person can get past two pages in a newspaper when those pages contain monthly store news. "Price wars" and "reigns of terror" do not sell the goods, do not present the practical dollar-and-cents picture that is produced by neat, well-worded, attractively arranged series of panels with descriptions and comparative prices. All that is needed in such an ad. is about five inches of attractive heading and introductory. The headlines on departments should also convey notable facts.

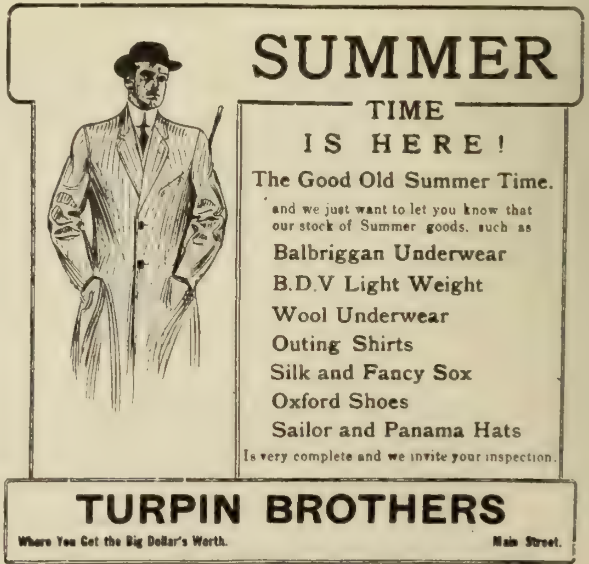
The ad.-man here undoubtedly produced the kind of ad. he wanted. It is decidedly unique. It is a credit to his ability as an imaginative writer. Such an ability applied to a description of values should produce something decidedly attractive.

Another suggestion: the order of the price panels is not the best. On one side are three superlatively-worded messages about men's clothing. Naturally, the reader's eye scans adjacent matter for something to back up the talk. He finds, instead, values in crash towels, petticoats and the like. On the opposite side are heavily-bordered paragraphs about ladies' dresses, piece goods and carpets, but the adjoining paragraphs are about men's shoes. The ad.-man says it is "impossible to quote "one-tenth of the savings to be had," yet The Review submits that one-third of the reading matter is neither here nor there when it gets to the court of last resort—the man or woman who reads it.

The advertisement, however, brought results;the ad.-man may have considered it necessary to work the steam roller, and it may be the kind of advertising that the people are used to in that part of the West. The spirit of the community may require strenuous methods before it can be moved to "sail right into the thick of mighty bargains." After all, there is a great deal in the way a merchant educates his people through advertising and in the impression he wishes to create.

* * *

The advertisement of Turpin Bros., Medicine Hat, has been successful in one thing—it has the open, white-spaced, bright appearance which should be characteristic of the Summer advertisement. The



SUMMER

TIME

IS HERE!

The Good Old Summer Time.

and we just want to let you know that our stock of Summer goods, such as

- Balbriggan Underwear
- B.D.V Light Weight
- Wool Underwear
- Outing Shirts
- Silk and Fancy Sox
- Oxford Shoes
- Sailor and Panama Hats

Is very complete and we invite your inspection.

TURPIN BROTHERS

Where You Get the Big Dollar's Worth. Main Street.

This advertisement sings of summer, yet it has cut of young man in overcoat, and is too general in character to make impression.

BUSINESS PULLERS!
PLANS WHICH HAVE PAID!

Have you an original suggestion in the interests of the trade?

SALES are sales, no matter how named, but some are more successful than others. Every season merchants, advertisers and salesmen adopt different methods to make business, but the problem is to launch something that is original to the locality. Some plans are merely theories, others are practical and successful, but everybody is eager for a novel stunt or to know how the other fellow does it.

Departments have different sales schemes especially effective in creating an impression upon customers, so that they become interested and buy. If they do not respond at once, they will remember and buy later.

What is your best trade puller? Did it pay? How did you carry it out?

Everybody in the store has ideas which he or she thinks can be applied to make business, either for his or her department or the store.

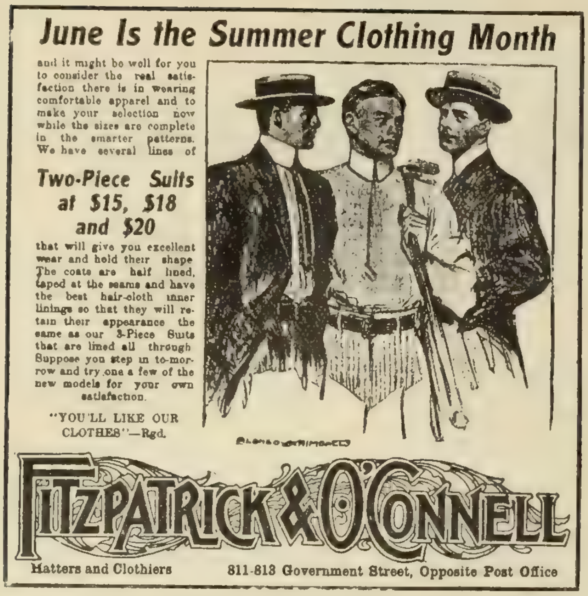
THE REVIEW wants original plans for selling goods in different departments—ready-to-wear, carpets and home-furnishings, dress goods and silks, or any of the other numerous lines—ideas for attracting customers to different floors or methods put into operation to concentrate selling in particular sections, advertising schemes for special sales and how they were conducted, and preparation necessary to carry out the event.

For the best examples THE REVIEW will pay the following:

First, $5.00 Second, $3.00 Third, $2.00

Other answers reserved for publication will be paid for at the regular correspondence rates.

Prize replies will be published in July Special Fall Number of DRY GOODS REVIEW. All must be in the hands of the Editor of DRY GOODS REVIEW, 143 University Ave., Toronto, not later than June 24th.



June Is the Summer Clothing Month

and it might be well for you to consider the real satisfaction there is in wearing comfortable apparel and to make your selection now while the sizes are complete in the smarter patterns. We have several lines of

Two-Piece Suits at $15, $18 and $20

that will give you excellent wear and hold their shape The coats are half lined, taped at the seams and have the best hair-cloth inner linings so that they will retain their appearance the same as our 3-Piece Suits that are lined all through Suppose you step in to-morrow and try one a few of the new models for your own satisfaction.

"YOU'LL LIKE OUR CLOTHES"—Rgd.

FITZPATRICK & O'CONNELL

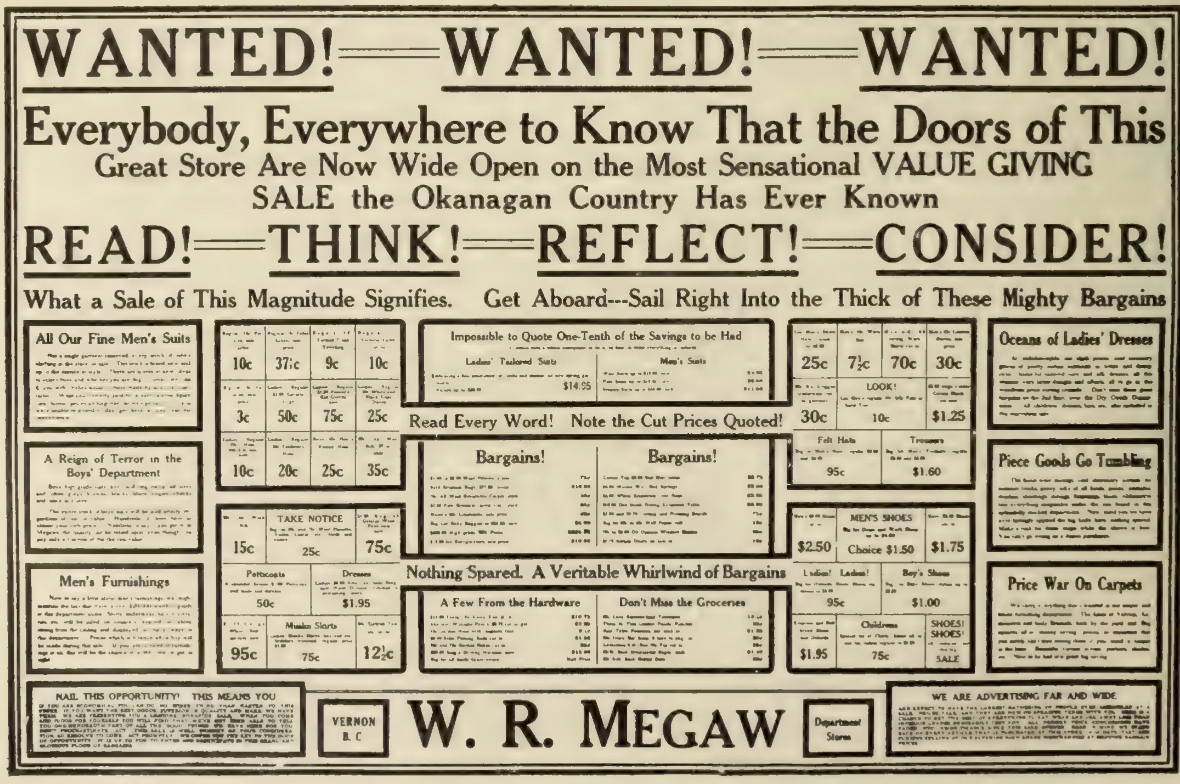
Hatters and Clothiers 811-813 Government Street, Opposite Post Office

A summer advertisement that might have been improved by condensation and more white space.

emphasis placed on the fact that Summer has come would seem to suggest a doubt in the mind of the writer as to the arrival of the season, as well it might. The cut, moreover, is not Summery. It represents a young man in a Spring attire. A cut with figure garbed in light weight suit, negligee shirt and straw hat would have been more appropriate. If such a cut were not available, a panel quoting prices on a choice selction of men's hot weather accessories would have answered a better purpose. The wording, as it stands is too general in character to run under a heading announcing the definite arrival of a new season.

* * *

An interesting contrast is afforded by the appearance of the two advertisements—Turpin's and that of Fitzpatrick & O'Connell. The cut in the latter is very appropriate, but the panel at the side is a trifle crowded. This might have been condensed thus: "Consider the real satisfaction of comfortable apparel. You will want a smarter pattern. Select it now while sizes are complete. Two-piece suits at $15, $18 and $20. They retain their appearance quite as well as our three-piece suits which are lined all through. Coats are half-lined, taped at seams, and best haircloth inner linings. Drop in to-morrow and try one on for your own satisfaction." This should admit of more white space. Prices quoted at top instead of centre would also have been an improvement and follows out the rule that in ad.-writing as in every other kind of writing the outstanding fact should always come first. By the way, why not adopt a clear type name for the foot of the ad. instead of the highly ornamented one now used?



WANTED!—WANTED!—WANTED!

Everybody, Everywhere to Know That the Doors of This
Great Store Are Now Wide Open on the Most Sensational VALUE GIVING
SALE the Okanagan Country Has Ever Known

READ!—THINK!—REFLECT!—CONSIDER!

What a Sale of This Magnitude Signifies. Get Aboard---Sail Right Into the Thick of These Mighty Bargains

All Our Fine Men's Suits

A Reign of Terror in the Boys' Department

Men's Furnishings

10c 37½c 9c 10c
3c 50c 75c 25c
10c 20c 25c 35c

TAKE NOTICE
15c 25c 75c

Petticoats 50c
Dresses $1.95

Muslin Skirts
95c 75c 12½c

Impossible to Quote One-Tenth of the Savings to be Had
Ladies' Tailored Suits $14.95
Men's Suits

Read Every Word! Note the Cut Prices Quoted!

Bargains! Bargains!

Nothing Spared. A Veritable Whirlwind of Bargains

A Few From the Hardware
Don't Miss the Groceries

25c 7½c 70c 30c
LOOK!
30c 10c $1.25
Felt Hats 95c
Trousers $1.60

MEN'S SHOES
$2.50 Choice $1.50 $1.75

Ladies! Ladies! 95c
Boy's Shoes $1.00

Childrens
$1.95 75c
SHOES! SHOES! SALE

Oceans of Ladies' Dresses

Piece Goods Go Tumbling

Price War On Carpets

NAIL THIS OPPORTUNITY! THIS MEANS YOU

VERNON B. C

W. R. MEGAW

Department Stores

WE ARE ADVERTISING FAR AND WIDE

Some breeze about this advertisement. It was a two-page layout, yet the ad. man saw fit to devote large proportion of the space to superlative references. Impossible, he says, to quote one-tenth of savings. Nevertheless, much space could have been saved.

FOR EVERY PURPOSE

there's an "Asbestol Eisendrath's Celebrated Horsehide gloves or mitten" to fit the man and his need. It's the glove and mitten line that can be counted on, and it is known and called for by men of action—men who want the right sort of **hand insurance.**

The "Asbestol" line of gloves and mittens is a universal favorite with the best retailers in the land because its makers have said it must be a "best value" line. And then, too, they like the insurance feature that goes with every pair, insuring them against the elements—steam, water and heat.

All told, it's a good line for you to know. Your jobber has the stock. Next time you order specify "Asbestol."

The "ASBESTOL" trade mark is registered in Canada.

EISENDRATH GLOVE COMPANY - CHICAGO, ILL.

Whence Comes Mocha Leather?

About thirty years ago, when the last of the antelope disappeared forever from the Western plains of America, the question of a skin which might be substituted in the manufacture of leather was a serious one to the glove manufacturers of Fulton county, New York, and other centres of the industry. Up to that time antelope skins had been extensively dressed into leather known as doeskin, from which a good quality of glove was made.

Lightweight deerskin and chamois dressed lambskins were resorted to, but they did not prove satisfactory, and the problem was causing no end of worry to manufacturers when an epoch was marked in the leather-dressing business by the discovery that the skins of the haired sheep of Africa and Arabia could be made into leather which was even better than that of antelope for glove purposes.

The name Mocha is no doubt derived from Mocha, a town in Arabia from where it is said the first skins were brought, but the true origin of the name seems to be more or less buried in obscurity. However, the greatest number of skins come from British East Africa, although what are known as the white head variety of Mocha sheep are raised to some extent in Arabia and parts of Persia.

The skin of the black head Mocha, which is grown in Somaliland, on the west side of the Red Sea, gives a larger spread and in other ways is the most desirable for glove leather. There is also the variety known as the red head. These designations apply to the color of the head of the animal, the hair on the body being black and white, red and white, or all white, according to the variety.

The Mocha market of the world is at Aden, at the southern end of Arabia, and there are never more than eight or ten buyers residing there at the same time, and they practically buy the supply of Mocha skins for the world excepting what skins are bought through native dealers. These buyers keep native collectors at the principal points to which skins are brought by caravans. The skins are taken in boats across the Gulf of Aden to Aden, where they are sorted and baled, about 300 in a bale, according to size and weight, ready for shipment.

When delivered by the natives to the collectors the skins have been sun-dried. The carcasses are eaten, the meat being about the only kind consumed by the natives. Before the skins are baled, native women sprinkle each skin with napthaline to prevent its destruction by worms on the long voyage. The bales are wrapped in a carabas made of matting woven by the natives, and those for America are shipped to Marseilles, Trieste, Naples or Genoa and reshipped to New York.—M. G. Hughes in *Gladen's Review.*

Season's Vogue in Hats and Caps

Sales not up to previous years — Is Panama sentiment passing? — One result of prices that bring this hat closer to general wear — Why straw season should be prolonged — August 1st. not too late for clearance

STRAW hat business is good. Recent sales in city stores were fully up to corresponding days a year ago. A change in the weather has helped materially. The season's sales, however, are not up to previous years and complaints are heard that half the stock was sold by this time last year. Merchandising has started earlier than usual this season and Panamas are first to be offered at odd prices.

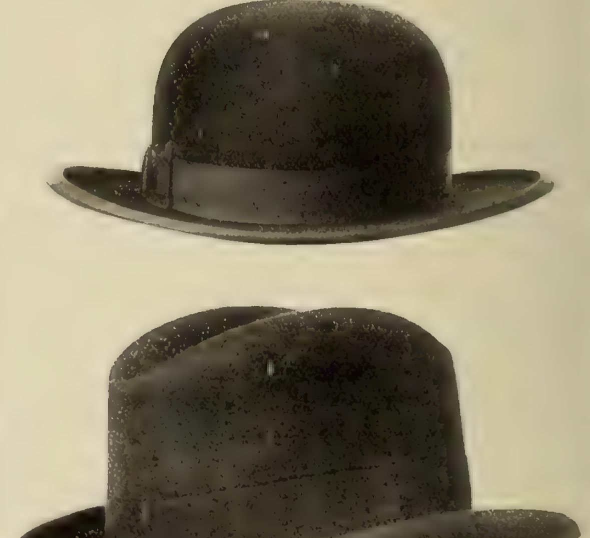
Some authorities report that sentiment about having a Panama for exclusiveness is said to be passing. Maybe quantities on hand in the different shops have had the effect of making buyers afraid that supplies are in excess of demands. To own a real Panama at one time was some distinction. Then they were a luxury because of their price and scarcity. Customers are not so impressed now with salesmanship or the advantage of having something different in an imported headpiece. With the advent of $5 values as an attraction and lower prices generally everybody can have a Panama.

From some quarters it is reported that better numbers are not taking as well as formerly because cheaper lines are within the reach of average buyers and to those not in the know appearance is very similar. Another reason also for considering Panamas in staple numbers only is that they are getting more common. There are those who anticipate that next summer, Panamas will be found on the same level as other staple lines, and that if buyers take Panamas, value will have the upperhand of sentiment. Strange that some merchants break prices on Panamas first and while the season can often be prolonged for a time, confidence in obtaining prices for higher grades seems to be lacking with many buyers.

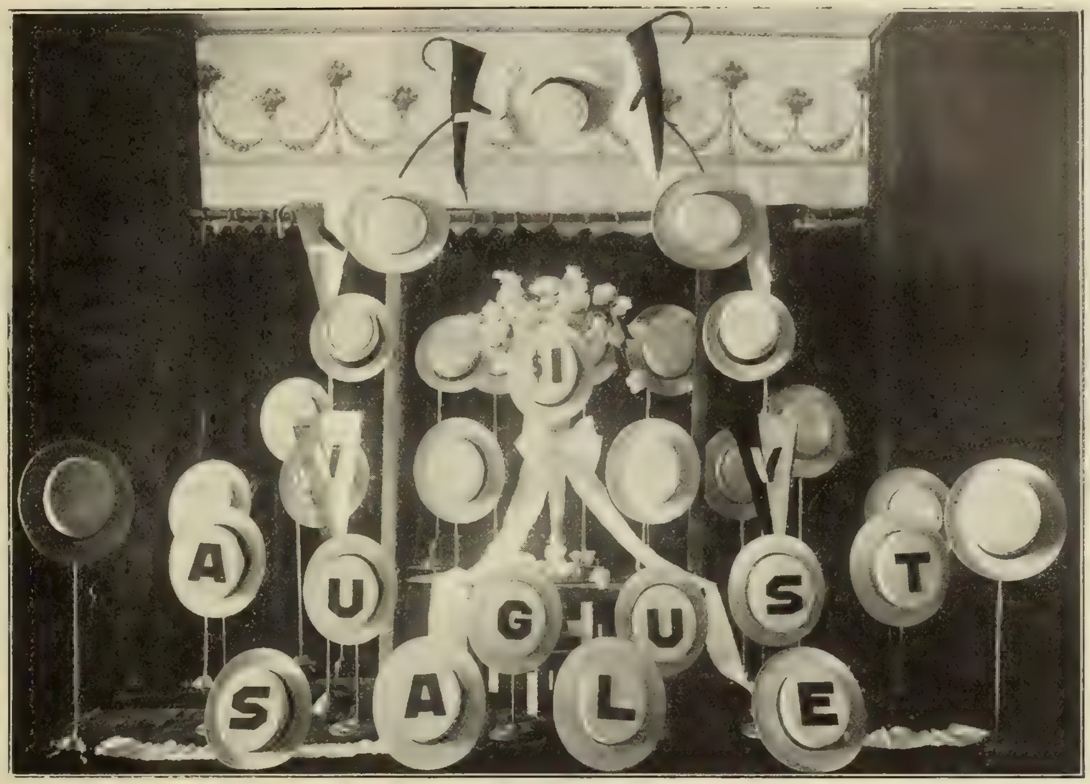
WHY THIS PRICE-CUTTING?

The whole trouble in maintaining prices is that some merchants are more anxious than others either to forestall the opposition or sell greater quantities at less than fair and approved profits. August 1st would seem to be soon enough and plenty of time for clearance. If merchants only thought so they could make better profits and finish the season with a complete clean-up. Many customers buy a second straw hat a season without regard to price. When prices are reduced other men buy a hat to have a clean one. One salesman points out that both conditions would be better served by holding prices until August 1st and then putting on a clearance at half price for the balance. Let the left overs go!

Quantities for clearance are not any larger because salesmanship, instead of price, controls the department until that date. The same merchants are usually first to take advantage of the other fellow each year with the apparent result that in ten days the whole policy is reduction earlier than necessary. Many hats are sold at prices uninvited by customers who do not expect reduced prices and are willing to pay regular. The lack of necessity for early price reduction cannot be impressed too strongly in the interests of the straw hat trade generally.



Later Fall and winter models. Derby with 4-in. crown and 2½ in. brim, and Fedora model in fine fur overtop felt, with turban roll brim and self band.—Courtesy Toronto Agency, Waldron, Drouin & Co., Montreal.



Fixtures used are pedestals, hat stands and glass shelf. A frame made of wood about five feet high, forming an arch, is placed in centre of window. A vase filled with artificial roses is placed on pedestal, with a four-inch white ribbon suspended from centre of same. Small 3-inch letters are cut out of maroon cardboard and pinned to hats, spelling "August Sales." Other hats to be arranged are shown with pennants of college or university.

Photographed exclusively for Men's Wear Review.

WANTED NUMBERS ARE SHORT.

Only unusual weather conditions later excuse any break in this year's prices before August. To offer leaders for a day or sale event may be good merchandising; but quantities are likely to be limited to advance special purchases or stocks on hand by advance orders. Several better selling numbers are practically sold up and samples thrown out by the travellers. Lists of stocks on hand do not show that any unusual values for repeats will be quoted. Repeat orders are being received but wholesale stocks are already short on wanted numbers. For this reason alone, merchants are safe in holding prices until a comparatively late date.

THE OUTING HAT DEMAND.

In several instances quantities are limited to 20 and 25 dozen on approved numbers. Sennits have had an excellent run. The double brim boater has proved a good seller. Leading priced numbers for holiday retailing will be cleaned up in the trade before July 1st. Usual sales are reported on novelties and imported straws and repeats are not counted on to any great extent. Samples of "land and water" hats are now being brought forward for vacation outings. The next month's business will see a great turnover in both wholesale and retail stocks in all lines of summer hats.

Good Underwear Leaders

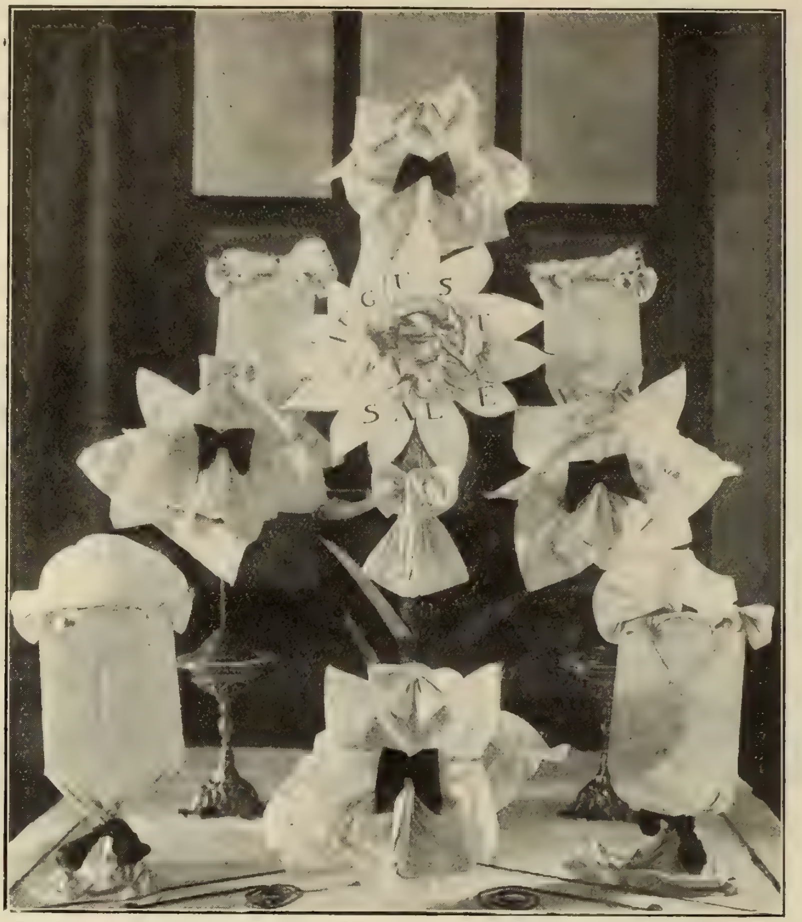
Assortments will include some odd higher priced numbers — No price changes on Fall lines — Features of import hosiery.

FALL placing on men's underwear is about finished by travelers going direct to the trade. Sample lots have been cleaned up at 25 per cent. and 33 1-3 per cent. reduction and are being listed and sent out to buyers, who contracted for these sets at ordering time.

VALUES IN MILL CLEARANCES.

Some exceptional values in seconds in Fall underwear are to be placed on the market about the end of this month. Buyers will find these mill clearances are better than usual and assortments will include some odd higher-priced numbers. These garments will be good sale leaders for those accounts handling the line or for those buyers fortunate enough to have them submitted.

Stock-taking is completed in the warehouses and Fall underwear is coming through as manufacturers are forwarding shipments, as soon as they will be accepted. Stock is not being opened out in some wholesales because of the backward spring season. The tendency is to neglect present requirements immediately Fall shipments are laid out, but department



Fixtures used in this display are pedestal, shirt easels and glass shelf.

A large daisy is cut out of cardboard with the words "August Sales" on petals.

An undershirt is puffed in centre of flower and, placed on shirt easel, then on pedestal which is covered with green crepe paper and cardboard leaves representing them.

Shirts are stretched over box covers, with skirt of same fastened with hose to standard of easel.

The drawers are drawn through hole punched in centre of box cover with pair of hose in centre.

Photographed exclusively for Men's Wear Review.

managers are not anxious to lose the interest on this season's lines and feel that a lot of business can still be done on repeats.

NEW FALL NUMBERS.

Few changes are noted in general Fall underwear. Some heavier weights, added at the first of the year for western trade have done well. Some new numbers, ribbed all wool garments weigh fully three pounds each, boys garments in similar quantities are meeting with success, as the trade were unable to procure these sizes previously. A first season line of finer combinations for boys in a well-known brand is a profitable addition for the trade.

SAME PRICE BASIS.

Prices are not expected to be any higher and values submitted for next year's business will be practically on the same basis as this year's showings. In anticipating Fall 1913 samples no revision is expected and manufacturers will not be asked for any changes in garments to fit price.

Complaints are heard about the slowness of early Spring business and the effect is reflected in the lateness of Fall ordering. Mills claim that their returns are increased over last year, but that underwear busines for Fall is late is recognized by the trade at large.

Spring Import Hosiery

Men's sample hoisery for Spring, 1913, have been assembled in one or two instances and forwarded to wholesale buyers for import selection. Entirely new designs are included in novelties and some unusual values quoted.

Generally considered color tones are quieter than those of last year's and samples are devoid of any high colors. Values in pure thread silk hosiery for this market are also improved in comparison with last year's qualities and lines to retail at 50c, 75c and $1 are splendid weight, with the correct feel and rich glossy finish. Good makes to sell at 3 for $1 and 25c qualities should be considered by the trade and are likely to meet a great demand. Each merchant wants the best values possible and while some numbers are entirely new, in point of value, samples are superior to values as leaders at these prices this year. Silk ankle makes with lisle garter top, foot and heel, shown to meet 25c and 3 for $1 values, are promising retail lines for the trade. Buyers are safe in expecting improved weights at prices similar to those paid last year.

Among novelties crochet effects in self designs or with neat insertion stripes are similar to and match crochet ties for the season.

(Concluded on page 88)

How Customers are Lost and Won

Some instances which show the importance of tactful introduction — How the skilful handling of one customer ultimately attracted others — Confidence in his salesforce reflected in the attitude of the boss — Losing patience with the customer.

THE other day a man entered the store and asked to see some overalls. These I showed him and after a little talk with him found out exactly what he wanted, also the size. These I got for him and being satisfied with the goods, he said he would take them. I then asked him if he needed anything else; he replied he did not.

As we were walking towards the front of the store, we passed a table with, perhaps, fifty pairs of shoes of all kinds on it. I drew his attention to one particular shoe and he said, "Why, I never knew you kept shoes here; have you a heavy shoe that will stand mud and water?" I said we had, and asked what size he wore. I selected about half a dozen pairs of different style, price and quality and displayed them. After a little explanation on the shoes, he decided on a pair and thanked me for mentioning the shoes to him as he had thought he would have to go to the shoe store at the other end of the town to get them and that he had been saved a long walk and half an hour of time which meant money to him.

Now, that man passed right by that display of fifty pairs of shoes twice and knew he wanted them, but whether his mind was occupied with his own important business or whether he noticed them but had been in the habit of going elsewhere for them and didn't like to change off, I can't tell. But he was pleased to know that I took an interest in his wants, satisfied them and saved time for him.

The same day, another young fellow entered and wanted a hat. I showed him several of the new and different shapes and in about ten minutes he had decided on one. I then asked him if he had been in town long and he said he had just come that day and had secured a job in one of the factories. I thought it would be a good chance to get him acquainted with our store, so I told him if he had a few minutes to spare I would be pleased to show him some of our new clothing and when he was in need of a suit he would know the kind of goods we kept and that, as we had as good values as any person in town, he might see something that he would like.

After showing him a few of our suits he said that he had always been accustomed to tailor-made. I then told him that we had samples of goods to be tailor-made. I found out about the shade he had in mind, then displayed some of them. He finally decided on one and asked how long it would take us to have it made up for him. I replied that ten days was the required time. He then said he would come in next Saturday night and get measured for the suit, as he would not be able to pay for it for a week or two. I thought perhaps this was an excuse to get out, so I told him he might just as well get measured to-night and that, when the suit came, we would hold it for him for a week and that would amount to the same thing. Then he would be sure of having the cloth he had selected and that we always got word from the house each week to cancel samples that were being sold out. By getting his order in early he would be sure of his first choice of patterns. He agreed to this and we had his measure taken and had the suit for him in ten days. He came in for it at the end of the second week and was well pleased with it. He had the spot cash in his pocket and paid for it. Then the next week he came in and got a pair of shoes and a shirt.

We won this customer by a little talk and taking some interest in him as to his whereabouts and welfare. He felt grateful to us for it and was pleased to know where to come for his requirements. He is working in a factory with quite a number of men; they become his friends, he brings them to our store with him, they see what we have, we do our utmost to please and oblige them, thus bringing them and their friends back to our store. This means an increase in sales, profits and turnover. We had no expense in advertising to get them here. All it cost us was a little tact and courteous treatment.

There are, of course, exceptional times when a salesman will encounter a person who is not willing to be shown goods but just wants to be left alone and handle himself. This kind, salesmen can almost always pick out by the way in which they converse during the time the first sale is being made. When a person of this kind comes in it is much better not to let them have the feeling that they are being bored, for there is nothing that will drive custom away from a store quicker.

Often, when the proprietor is much worried over his business, and perhaps is quite irritable on ac-

Clever display of juvenile sailor suits in the Philadelphia store of John Wanamaker.

From Men's Wear, New York. Copyright Fairchild Co

count of his nerves giving out, he will come down to the store and make everything as disagreeable as he can with his salespeople. A customer will come in with something that she has got in the city or perhaps three or four years ago and wants it matched. It is ten chances to one if she will get it. The proprietor, perhaps, sees her going out of the store without purchasing. Business has been dull, he is anxious to make every possible sale and all at once will come and give the sales person a scolding for not making a sale. He will, perhaps, call the customer back from the door and make her walk a hundred feet or more to see if he can't match it for her. He finds out he can't and the customer is in a hurry. He is at once showing the customer, as plainly as if he read it for her, that he doesn't place confidence in his salespeople and then the customer will also place the same opinion of his salespeople in her mind and will, in a great many instances, leave the store altogether.

Had the proprietor held his nerves back until the sales person was alone and then quietly gone to him and inquired how the sale was not made and when found out that the salesperson had done his or her best. He should say, "Alright," in a cheery way and give them some encouragement to put more life into the business.

Good Underwear Leaders

(Concluded from page 86)

These novelties in silks at leading prices are entirely different from anything yet featured by haberdashers and can be retailed at 50, 75 and $1. Appearance is similar to cashmere except for the high finish of silk. In pattern numbers showing vertical stripes, insertion designs vary from 1-4, 3-8 to 1½ inch in width. Silk gauze and regular lisles in plain and fancy weaves are quoted at usual prices for values. Cottons in cheaper makes are the same values as other seasons.

Blacks and tans are the pronounced colors and another season of these shades is expected. Shade ranges in silk lisles and cottons comprise soft tans and darker browns assorted with tans, or self as ordered, light grays, soft greens, blues and rich wines. Most of the fancies are in self tones, the plain weave of stripes contrasting with ground knit. Foremost in samples are soft grays, with darker gray, white or black, browns with tan or gold, blues with gray and deep wine shades in self fancies.

Combined with domestic makes in staple numbers for high-class trade, buyers can draw a fair conclusion with regard to novelty hoisery trends.

CLOTHING FOR MEN AND BOYS

Unseasonable weather has had baneful influence on clothing business to date — Warm weather to bring about the much-needed turn — Exceptional call for raincoats — Features of the Fall styles.

WITH warm weather holding off, the retailer of men's clothing has yet no very enthusiastic comment to make upon the Summer outlook as based upon records up to the present time. It is an ill wind that blows nobody good, however, for frequent rains have brought about an exceptional demand for raincoats. Apart from this, the retailer has no very glowing report. The continued cold caused men to still wear their Winter overcoats, and this told against the sale of Spring overcoats.

There is nothing like warm weather to make a man's fancy turn to thoughts of new clothes, but the necessary spell has been lacking, and as a result business has not developed as desired. It seems to be a tendency of human nature to postpone a matter of this kind if but little encouragement offers, and there are many men who, if they can worry along for a certain time without new suits, are still willing to do without them for the rest of the season. These things explain the heavy condition of stocks in many quarters to-day, and will also probably explain the sweeping clearances that are sure to come later. The man who has done business on a very conservative basis would appear, for once, to have struck it right.

Although reports from many sections of the country are to the effect that merchants have given fair consideration to those Fall lines in men's wear that have been shown, there is a backward disposition noted which is no doubt due to existing conditions.

Warm weather would do the trick, and it is not yet too late. The hot weather that was served out last year was certainly a warrant for preparations to meet a like visitation this year, but the opportunity to specialize on warm weather goods has so far been lacking. Should the unseasonable temperature continue, a serious crimp in camp and outing wear may develop.

The Review has already outlined the style features of the coming Fall season. On the whole no great changes are indicated. Garments will still show conservative tendencies. The report from London that there is an increasing vogue for combination suits—that is, coats and vests of one color and trousers of another is said to be a trend already noted by exclusive Canadian shops. It will undoubtedly have the affect of increasing the call for neat trouserings and for dark fabrics for coats.

Although there are those who predict the return to favor of coats, melton, beaver or fabrics of that class, with small velvet collars, others are equally firm in the opinion that coats of the Ulster type in soft, light, but warm, fabrics will still have the call by reason of their suitability for Canadian climate. Belted models are coming to the front, one of this class having the belt convertible so that it may be used for full, half or merely strap dimensions, or removed altogether without impairing the appearance of the coat.

There has been a fair demand for small boys' clothing. Galateas, piques and linens are made up in sailor and Buster styles., with fancy touches that always appeal to parents, in spite of weather influences, and attractive displays have always brought results.

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New Home for Broadway Brand

Randall & Johnston, Toronto, manufacturers of Broadway clothing, have moved from 71 York Street to the building formerly occupied by H. E. Bond & Co. (Picadilly Brand Clothing), corner Simcoe and Wellington Streets. They will occupy four floors. Their facilities for display and production will be greatly improved by the change.

C. W. T. A. WILL GIVE PRACTICAL AID.

Sarjeant & King, Barrie, wrote the Secretary of the Window Trimmers' Association as follows:—Enclosed find $2 fees for F. N. Sarjeant, who is now our junior window trimmer. We would ask you to give him your best practical aid.

Post Cards From Review's Road Men

Brief stories by representatives of this paper about men, methods and events in the places they visit each week — Hundred years of peace suggests merchandising idea — Enterprise of young men in business — A men's wear dealer who is bluff proof — Made-in-Canada clothing special

Editor Men's Wear Review:—What's the matter with a "Hundred-Years-of-Peace Sale." The celebration of the century's peace is a live subject in this district. On June 18, 1912, exactly one hundred years ago, the Americans decided to invade Canada. Here is an opportunity for merchants to make displays suggesting the development of Canadian industry and the nurturing influence of international friendship. Soldiers, arms, flags, old uniforms, costumes of the times as compared with those worn now, might be used in attractive settings. Tell your readers about it. The merchant might describe his leaders as "peace offerings."

Niagara Falls, Ont., June 10. L. H. Drake.

Editor Men's Wear Review.—Its one thing for a customer to say he can send to the city and get an article cheaper than in the local store, and it's another thing for the merchant not to let him get away with that kind of story. I met a man the other day who was, as he said, "bluff proof." He keeps the catalogues of the large stores on his counter and when anyone suggests mail order to him he turns up the article, finds its price, compares it with his own, figures the express charges and emphasizes the risk of not having it according to order. He has converted many customers by that kind of argument.

Peterboro, June 13. J. W. Deyell.

Editor Men's Wear Review.—Met a newspaper publisher the other day who said that one of his biggest problems was to get the local merchants to change their advts. Some of them seemed to prefer to run a general advt. covering three or six months rather than worry about once-a-week changes. One man with preferred position had run the same advt. for two months, and all that time the city papers were coming in with the attractive offerings of the mail order houses. Not very good business, do you think?

Smith's Falls, June 6. J. W. Deyell.

Editor Men's Wear Review.—One of the several bright men's wear stores in this city holds a "see-saw sale," for clearance purposes, the feature of which is the reduction each day of the prices on certain lines at stated periods of the day. The See-Saw sale is now an established event. It is advertised by full-page advertisements beforehand.

St. Catharines, June 5. L. H. Drake.

Editor Men's Wear Review.—I asked a merchant here what he thought about Canada handing back the Bunker's Hill cannon to the Americans. He replied: "Just at present, I'm too busy selling raincoats to American visitors to bother about this cannon affair. It pays me to specialize in certain English lines. The fact that they are English and carry with them the stamp of London style is a good selling point; and talking of cannon, there wasn't much ceremony about giving and taking in this district one hundred years ago."

Fort Erie, June 13. L.H.D.

Editor Men's Wear Review.—Why is it that manufacturers of men's wear lines are not more largely represented on the Made-in-Canada special train? Crowds of people are attracted by this train at its points of call in the West, but in my opinion the displays do not go far enough. I was discussing it with a merchant the other day and he suggests that manufacturers of men's wear lines get up a display train and that merchants be advised of its coming far enough in advance to get up special showings in the stores of lines carried in the train. It strikes me as a good advertising stunt.

Brandon, June 7. David Williams.

Editor Men's Wear Review.—In several places that I have recently visited, the enterprise shown by young men in business has impressed me much. I don't disparage the older heads who have probably came through more strenuous days than the youngsters know anything about, but rather is it to the credit of these young men that they have stepped out in this way—good stores and equipment and a willingness to consider novelty when it means good business.

Smith's Falls, June 6. J. W. Deyell.

When Wife Helps Husband Buy a Suit

Salesmen regard this as a difficult proposition — Tact, patience and fine judgment of human nature required — Some amusing incidents referred to — Wife often makes the final decision — The Desire to look elsewhere

IN discussing the problem outlined in the last Men's Wear Review, salesmen appear to be unanimous in the opinion that when a man is accompanied to the store by his wife to help select a suit for him, it is time to brush up on tact, patience and general appreciation of the five points in human nature. In the large cities it is only seldom that the "better half" puts in an appearance, although it may be, in seven cases out of ten, the husband has been given a pretty fair idea as to her preferences. In such case, however, the salesman only has the one person to deal with, and is not to be held responsible if the man, allowing his own tastes to run too freely, brings down some criticism upon himself.

Sometimes a merchant will make a point of waiting on a couple himself, when they come to buy clothing, but on a busy day, he cannot do this. He must rely upon his salesmen, and it is just as well that he should, because if his salesmen cannot handle the most difficult proposition they are not experienced men.

It is in such a case as the one described that rules of book are practically worthless. No rule has ever been known to fit a woman's whim; therefore, the prize in most cases is to the salesman whose agility of observation is only equaled by his ability to apply it to practical purposes. It is as though he were dealing with one person and a dual temperament.

Summing up his experiences for the year, a salesman is sure to find some interesting character combinations: There is the man and wife who are avowedly at variance with each other. In many such cases a garment is selected which neither one likes. There is the wife who lords it over the man, she has sworn to obey. He is allowed to speak, but her ideas rule in the matter of clothes. The salesman in this case must preserve a nice balance of treatment. There is the bully of a husband, who openly sneers at his wife's choice, while she looks quietly on. It is noticed in the long run that the husband picks the suit she liked best. Here the salesman must assume an attitude of profound respect for each. Then there is the masculine creature, who knows what he wants, and is going to have it in spite of his wife or any other member of the family or his wife's relatives. It is comparatively easy here, as the salesman only has one person to please. Any interference from the wife is scorned. Probably the hardest one of the lot is the pair who haven't been married long enough to know what they want, but each of whom hates to concede a point to the other. In this case the salesman must be as smooth as a new silk hat, and, moreover, must be careful to rub the right way.

From the replies received, The Review has selected three, each of which, in an interesting way, imparts some good advice, seasoned by actual experience on the matter. One is by Roy Kenny, with E. J. Malone, Tillsonburg, Ont.; one by A. Stevenson, clothing salesman for Thornton & Douglas, Stratford, and one by Angus McNaughton, Huntington, Que.

Mr. Stevenson's reply:—Here is a problem every clothing salesman has been up against at some time or other. I have met with it several times, and find you have to feel your way very carefully before you start to understand them. I have found the best way is to study the personality of your couple, watch how they address each other in talking over the garments as you show them, and decide which has the master mind.

If the man is short and cross in his answers to his wife, I am sure if you can please him, the wife will have very little influence in persuading him one way or the other, and once the suit is home she won't interfere. On the other hand, if the wife holds the power, you had better give in to her views, for if you gain her confidence she will do the deciding, and bring the husband back for the next suit. Under no circumstances annoy the man or give him the idea that you think he doesn't know what he wants; that it is his place to dress as his wife directs.

Then there is a third class, the man that will not offend his wife and the wife that won't offend her husband. I believe this is the hardest problem of any of them. One will say, "I like this suit," and the other, "I don't care much for it, but you have to wear it." You show a lot of suits and it is the same story each time.

The wife will wear out first and want to look elsewhere, but the husband is half inclined to stay. You have a few suits there that she likes, but do not just satisfy the husband. I believe you can win the man much easier than the woman, and I would give in to the wife and try to lead him into her views, but don't let him see that you are trying to switch him.

Give him all the credit you can for his selection. He may want a light Summer suit, his wife a darker fabric. Explain the excellent materials in the Summer suit, but that it is only good for the Summer months, where the other selection is good for all-year. You are going to save him the price of a second suit, and vice versa.

If the wife wants the light suit, there are dozens of arguments to use, but don't lead out so strong that you can't come back. I fully believe if you get the wife's confidence she will do her part when the suit arrives home, and the husband is not entirely satisfied with the color or pattern. Every time he puts it on she will say something to smooth it over and make it look better. The other way, if she doesn't like it she will roast him every time he puts it on, and he will tire of his choice before it is worn out, and it will always be classed as a very unsatisfactory suit, and the next suit will be bought somewhere else.

Angus McNaughton's views:—In country trade it is a very common thing, almost the rule, for the wife to accompany her husband when a new suit is wanted. As a rule, too, the wife helps the sale, and the man is pleased with what suits his wife. So, we find it good policy for the salesman to first find what the wife's taste is.

In the first place, the salesman should measure his man with his eyes, and to make sure work, use the tape before he asks his customer to try on the suit, especially the coat. It is important that only goods in stock with the correct size, be shown.

Always see that the first garment tried fits, for when a good impression is made as to the make of the goods, it usually helps in the selection of the quality and color.

It is always well for the salesman to show his assortment, but try to concentrate your customer's mind on a few lines.

From year to year, special-priced suits such as $8, $10, $12.50, $15, $17.50, $20 are bought, and the wife usually is the first to mention about the price, which is a great help. As far as possible, let the salesman consider the wife's taste.

Some funny things happen. For example, a man and his wife drove some 10 miles on a very cold day in Winter to buy clothing. The man wanted a suit and fur coat, and the wife a fur jacket. The man took the salesman into his confidence, while the wife was being warmed. He was more concerned about his wife's coat than his own suit and coat, but wanted to make the whole purchase in one place.

As it sometimes happens, our stock of suits and men's fur coats were much larger than our stock of jackets, so we concluded to first sell the suit and fur coat, which we did.

Not having a woman's coat in stock to suit the required style and price, I showed the man a small-sized, good colored wallaby coat, which suited him fine. I told him it was intended for a man's coat, but really I considered it a good style for women, being a box cut. He agreed with me. This all happened on the side.

So I brought forward the coat selected by the husband. The wife was well pleased with the fur, so I suggested she try it on. This she did, and stood before the mirror. "Why!" she exclaimed, "this is a man's coat." I admitted it was a little mannish. At this she became nettled, and said she did not want a man's coat. Her husband replied that as she now wore the trousers, he thought she should have the coat also. After some sharp digs between them, the salesman standing over, the coat was bought and both went away happy.

Moral.—The salesman must let men and wives settle their own little differences as to style.

This was the first fur coat of men's style we sold. Since that, they have become the leading style in city, town and country. This couple had an eye to common sense.

Roy Kenny's reply:—On approaching my customers, I would address them thus: "A beautiful morning?" or "Something I can show you?" and you usually get the reply from the lady, "Yes, my husband wants to see a suit." At once I must form the impression that she holds the reins and that it is up to me to cater to the lady and still keep the gentleman in hand. I conduct them to the department, give her a chair and take his measure. If his breast measure is 40 inches, I slip a 40-inch on him at once. Finding this to be a perfect fit, I remove it and turning to them, I ask them both what they would prefer, a black or blue or a colored suit, in the meantime sizing up what he has been wearing. If it is a fancy suit, I have an idea what to show them. The first suit I put on him is a $15 suit in a nice, dark, fancy stripe. I get the reply from the lady, "I would not let him wear that at all." I then ask her idea of color for him, and her answer is, "I don't know until I see it." I immediately bring back a few very nice, quiet patterns, ranging in price from $15 to $22, and try them on.

Everything he likes she doesn't, and what she likes he doesn't think would be suitable. They don't want to go over $15 or $18, and I came to the conclusion, after spending about one hour, that it is impossible for me to sell them a colored suit. I then turn to the lady and say, "Madame, how would you like your husband to have a nice black suit." She doesn't know, but he says, "Let us see them." She remarks, however, "Never mind, we will call again." I say, "Just one moment. We have some beautiful black suits manufactured expressly for our own trade. They are simply dollars cheaper than you can buy them elsewhere in town. Will you please try this 40 on you, sir? Now, is not that a beautiful suit, Madame? Look at the drape and hang of it. Does it not fit beautifully on the shoulders?"

"Yes," she replies, "I like the make of that, John, better than anything you've had on."

I have catered to her all through the sale, and have wound up by selling them a $24 black suit. But it has taken one hour and twenty minutes to do this, and when they came in their price was from $15 to $18 for a fancy suit. As well as this, I sold them $6.50 of furnishings.

Increased Cost of Fitting Customers

Do patrons exact more from the ready-made clothing merchant than from the custom tailor? — How to give perfect fit at less expense is burning problem — Confidence in the salesman an important factor

By George D. Briggs, in Men's Wear, New York. Copyright, Fairchild Co.

A CUSTOM tailor was being shown through a ready-to-wear clothing establishment, when taken to the busheling room where more than fifty tailors were at work on the bench, exclaimed, in amazement, "What is this army of tailors doing here, in a ready-to-wear clothing establishment?"

That alterations on ready-to-wear clothing were so extensive as to require the services of great numbers of tailors was entirely beyond his conception. But such, alas, is the case.

Only a comparatively few years ago alterations on ready-made clothes consisted merely in shortening sleeves and trousers. A couple of tailors were sufficient to take care of all the alterations of quite a large business. The cost for alterations in those days was so small as to be insignificant, but to-day, with conditions general throughout the country which make necessary a whole galaxy of tailors to take care of the alterations of even a fair-sized business, with the cost of such alterations equaling, and, indeed, in some cases exceeding, the cost of salesman's salary for selling the goods, it is not surprising that clothing merchants everywhere are experiencing a feeling actually bordering on alarm over these conditions.

The temptation, naturally enough, is to seek desperately for some measure of relief, and to apply as a remedy that which will prove to be, at best, merely a palliative.

The person afflicted with headache may think he is curing the malady with headache nostrums, when he is merely obtaining temporary relief. To effect a cure it is necessary to discover the underlying cause, that it may be corrected or removed.

In going over the situation, and carefully noting all facts in the case, with a view of discovering exact causes underlying present conditions, we find many of the best class of men, those who are fastidious dressers, wearing ready-made clothes. These men have been weaned away from the custom tailor by a process of education, in which the ready-to-wear clothing merchant has persistently and insistently claimed to be able to fit the customer to the customer's entire satisfaction, and has guaranteed so to do, offering this guarantee to men who had been accustomed to having their clothes made to order as an inducement to buy them ready made.

THE EXACTING CUSTOMERS.

Thus it is seen that the ready-to-wear clothing merchants have educated their customers up to a point where they not only expect, but actually exact, more from the ready-made clothier, in the way of perfect fitting garments, than from the custom tailor.

That it would have a most unfavorable effect upon his business for the ready-made clothier to, in the slightest degree, relax his efforts or modify his claims to perfectly fit the customers, after having educated them to expect so much, every thoughtful person will admit.

The problem, therefore, is not how to fit the customers less perfectly, but how to fit them perfectly at less expense. Before the problem can be solved, it must be understood, and, to aid in a clear understanding of it, I will point out the important fact that fitting the customer consists of two propositions: The one to fit the body, and the other to fit the mind.

In considering the problem of fitting the body, attention is called to the fact that the manufacture of ready-to-wear clothing has been developed to such a high degree of perfection in recent years that it can properly be spoken of as an art, in which the highest salaried and most skilled designers are employed, with the result that the garments of our ready-to-wear clothing, in many instances, not only rival, but actually surpass, in excellence of detail the garments made by high-class custom tailors. Furthermore, when it is remembered that provision is usually made to fit five, or even more, different shape men in each size, it will be clearly seen that much has been accomplished to make fitting the body easy.

The fitters employed to mark alterations are, as a rule, very good tailors, and the continuous experience which marking alterations all day long gives, enables them to become very expert in their work.

ONE WEAK SPOT.

There is, however, one weak spot along this line of excellent facilities that has been so splendidly developed, and which has made it possible to fit the body so perfectly. The element of weakness is in the busheling room, and exists because many bushelmen, being unable to properly understand the markings on the garment, or the written instructions on the busheling tickets, make the alterations wrong, and, as a result, a second alteration is necessary, which probably means a disgusted customer, who has lost confidence in your ability to fit him.

See to it that the superintendent of your busheling room has examiners or assistants enough to insure every bushelman being properly instructed about his work. that the ideas of the fitter who marks the garment for alteration may be properly understood and carried out.

"FITTING THE CUSTOMER'S MIND."

However, it is the second proposition, how to fit the customer's mind, that staggers the intellects of our ablest clothing men. The cost of fitting the customer has reached a point where it is causing consternation, because of failure to answer this second problem. One of the best known ready-to-wear clothing fitters in the business, a man who marks the alterations for many thousands of customers, among whom are some of the most prominent men in the country, recently remarked, "The fitter's life is one continual round of trouble, because those customers whose bodies are not hard to fit have such extraordinary ideas that it is well-nigh impossible to fit their minds." There is not a clothing salesman who does not appreciate the truth of this remark.

Along comes a customer whose body can be fitted without a bit of trouble. A garment is put on him which simply cannot be improved, but, walking over to the mirror, the customer remarks, critically, "Oh! That does not fit at all," and in one minute our fastidious sartorial critic points out more things the matter with the fit of the garment than a rapid-action tailor could make right in two days. This example is a case mild in the extreme, but the next will give you a better run for your money, because here comes a customer who has his wife with him.

They prove very easy to please in selection of material, and, as the man is easily fitted, being well proportioned, the salesman is congratulating himself on making an easy sale, when the madame walks over to inspect the fit of the suit. Here is where the trouble begins, but who can tell where it will end?

"The shoulder seam is entirely too far over, and just look at the fit of those sleeves; perfectly horrid. What is the cause of all that fullness in the back of the coat? and the trousers, they don't fit at all," and there you are.

The lady has spoken, with the result that your perfect fitting suit of a moment ago is knocked into a cocked hat.

This fitting the mind is some job, especially when it is the wife's mind.

Oh, well, cheer up, the worst is yet to come.

Our next customer brings three of his men friends with him, and, being a man with great respect for the opinion of his friends, he will not buy a suit unless all three of his friends agree that it is perfect fitting. No trouble at all in fitting the customer's body, but here there are three minds to fit, and, oh, such minds!

Then there is the customer who can put on a ready-made garment that fits him so perfectly that it puts a made-to-order garment in the shade completely, but, looking in the mirror, he asserts with great positiveness, "Well, I will take it if it can be made to fit, but you can see it will require a great deal of alteration, and, mind you, I will not take it unless it is a perfect fit."

So, all the live-long day, the salesman encounters customers whose bodies can be fitted perfectly and easily, but the mind, how to fit the mind? that is the momentous question.

Of course, to say, yes, that garment fits you to either the customer, his wife or his friends, who have declared that the garment must be altered, would, of course, be likely to lose the sale, so the usual course is to concede the point, and after agreeing that the garment, which is all right, does not fit, the salesman adds, with more or less enthusiasm, "But we will make it fit you all right," so the perfect fitting garment is chalked up and cut up in an effort to meet the erroneous and oft-times impossible ideas of the customer.

NEEDLESS ALTERATIONS.

Of course, a garment that fitted well at first never fits as well after being altered, so back comes the customer for a second alteration, because the ill fit which originally existed only in the customer's mind now exists in reality, and here is the real cause of the excessive cost of alterations. It's not in making the alterations which are necessary to fit the body, but in altering the garment which is all right, in a too often fruitless effort to fit the vagaries of the customer's mind.

The answer to this second proposition, How to fit the customer's mind? and the remedy for this distressing state of affairs, is winning the customer's confidence to a high degree.

Ability to do this necessitates a perfect understanding and co-operation between fitter and selling force, and the highest order of salesmanship. Everything in these days points out and emphasizes the need of scientific salesmanship, but the rapidly increasing cost of alterations proclaims this need in a way that cannot be disregarded.

For the man who owns the business, or his manager, to go to the fitter and selling force and say, "The alterations must be cut down," may, and, if pressure is used, it undoubtedly will, result in reducing the busheling expenses, but it will not solve the problem of fitting the customer's mind.

Such action will in no sense cure the trouble. It is like the headache powder that merely numbs the nerves without removing the cause. In fact, putting the screws on the fitter and selling force, instead of winning a high degree of confidence from the customer, will develop a situation which will more and more lose you the customer's confidence.

Why is it that the customer, his wife and his friends are captious about the fit of a garment, insisting that a perfect fitting garment be altered? It is because they have been stung. Someone has sold them, as perfect fitting, a suit that should have been altered, and that will happen again and again, if the fitter and selling force are made to shoulder the whole responsibility.

The owner of a major league baseball organization sends the whole aggregation of ball players, in charge of his manager, to the Sunny South about six weeks before the season opens, that they may be fitted, drilled and taught how to play the game in the most scientific manner known. What would you think of a baseball magnate who called his players together without any preliminary training the day before the season opened, and said to them, "Now, if you want to hold your job, go in and win your games?"

Such a team would have about as much chance to win as a grasshopper among a flock of turkeys.

PERFECT CONFIDENCE MUST EXIST.

Winning ball games is an easy matter as compared to fitting the customer's mind, and the responsibility is yours, Mr. Merchant, of making the conditions such that perfect confidence and co-operation shall exist between the fitter and selling force, and of training and developing them to a point where they are capable of winning and holding the confidence of customers to a degree which will enable them to easily fit the customer's mind.

This alteration question, which is uppermost in the mind of every thoughtful clothing man in the country, can be settled only when the man who owns the business faces the situation fairly, makes conditions right, and thoroughly trains his forces.

As a first step in this training, every salesman must be taught, and so thoroughly taught that he becomes an expert in determining the best size to fit a customer with. There must be no chance of the size being turned down by the fitter when it is brought to him to be marked.

Of course, it is an expensive and risky thing to alter the wrong size garment, especially for a particular customer, and it is natural enough if the salesman has made a mistake in determining the size for the fitter to ask that the right size be brought him.

Right here is where the customer's confidence in a salesman may be shattered in the twinkling of an eye.

The size the customer requires must be determined by the salesman before the sale is made, and not by the fitter, after the customer has been led up to a decision and the sale made; therefore, the salesman must be able to properly determine the size, and the fitter must enthusiastically back up his decision.

A salesman who is at all up to the snuff decides early in the game what size he is going to give his customer, and, having decided, shows the goods in that size. When the customer's mind has been focused upon a certain garment, and all its desirable points have been so pointed out and emphasized that the customer decides that this is the garment he wants and no other, when the salesman has assured him that this is the size which he must have, that the lines and proportion of this size are good, and that it can be altered successfully, that, in fact, no other size would do, just imagine, after having fixed these ideas in the customer's mind, having the fitter decide, when the customer is brought to him, that the wrong size has been selected! Such an act simply divests the customer of all confidence in the salesman.

THE FITTER AND SELLING FORCE MUST WORK TOGETHER.

Therefore, the fitter and the selling force must agree upon a standard for determining the best size to fit a customer with, and every member of the selling force must be drilled on this point until there is no possibility of the fitter rejecting the size presented for alteration. The selling force must become so expert that the fitter will have perfect confidence in their judgment and never refuse to mark a garment submitted to him, knowing that even if it seems to him to be a wrong size, the salesman must have good reasons for presenting it, and, therefore, he marks it without question.

, For the salesman and fitter to discuss sizes in the presence of a customer is fatal. The customer's mind is filled with doubts, and, even if the alteration is successful, it will not please him, because he will have a preconceived idea that the garment will not fit, founded on the doubts projected into his mind by the disagreement of fitter and salesman on what size he required.

It is of the utmost importance that every salesman, in addition to being an expert in determining the size, shall have a clear knowledge and full appreciation of the points of excellence of the models they are selling.

Salesmen, do you ever stop to think, as a well-fitting, graceful coat is tried on, what creating that model cost the designer in thought and effort? As you have noted the shoulders, perfect fitting along natural lines, do you realize that perhaps months of the most careful thought and experiment were devoted to that one detail before the desired result could be accomplished? Well, if you have not, then it is not surprising if you consider as a defect some feature, for instance, a graceful fullness in the back of a coat below the shoulders, a feature which the designer considers one of the chief points of excellence, and which was put there with the greatest care, it being an important part of his carefully wrought out plan to produce a model which would, by the carrying out of natural lines, skilfully cover up the defects of a poor figure, yet would cleverly display the fine points of a good figure.

A well-known designer, whose great skill has won him an enviable place in the profession which he adorns, one day walked into a shop where clothes, designed by him, were sold, and, going over to the fitting department, saw garment after garment marked for alteration in such a way that the quality of the model, which was its crowning point of beauty, the feature which he had worked months to produce, would be completely obliterated. The designer's disgust at witnessing thousands of dollars being recklessly spent for busheling which would completely wipe out the most important feature of a model that he had given his time and best thoughts for months to secure can easily be imagined.

Why do such things occur?

Simply because the salesmen, not having the designer's conception, not knowing the points of beauty and superiority, of course, cannot impart to the customers the ideas not possessed by themselves.

The novice may view a magnificent painting, the work of a great painter, with little appreciation and no enthusiasm at all, but listen while the picture is described by the master.

The artist's dream which gave birth to the subject or theme of the picture is brought vividly before you, everything in the painting takes on life, you almost expect to hear the people speak, the atmosphere can be felt and the sunshine is as real as the noonday sun. Why has this bit of canvas, which a moment ago seemed so dull and uninteresting, suddenly become seemingly a thing of life? Simply because you are now seeing it through the artist's eye. You are sensing it through his emotions.

This is what the salesman must do. He must see the points of excellence and beauty of the models he is selling, through the eyes of the man who designed them. He must feel the same pride in and desire to defend them that the designer feels, and, in order that this may be possible, Mr. Merchant, get in touch with the men who design the clothes you are selling.

Send your buyer or someone else to get from the designer his ideas and conceptions, and, when he has secured them, let him return and impart them to the salesman. Whoever is delegated to do this must be a person capable of fully imparting the ideas received to the selling force.

If distance or any other reason precludes the possibility of getting in personal contact with the designer, then get in communication with him by letter. He will be glad to co-operate with you.

A COMMANDING POSITION.

The salesman who is an expert in determining the size and has a thorough knowledge of the model's strong points, with plenty of enthusiasm about them, will be in a commanding position to deal successfully with the problem of fitting the customer's mind. However, in successfully dealing with the situation, it is necessary to keep uppermost in your mind the fact that the customer's implicit confidence in you is the all-important and essential factor. A prerequisite in winning that confidence is to make, not only all necessary, but all desirable, alterations. Although you may make all alterations that should be made, may even fit the customer perfectly, without winning his confidence, yet you can't possibly hope to win the customer's confidence unless you do fit him properly. The customer not only must be perfectly fitted, his confidence must also be won.

When a garment is tried on a customer, if there is an imperfection in the fit do not give the customer a chance to point it out, but get ahead of him. All required alterations not only must be made, if making them is to be an opportunity of winning the customer's confidence, they must be made at the salesman's suggestion, before the customer has demanded them. This will be a big factor in winning confidence.

When a customer criticizes a perfect fitting garment do not attempt to combat him, but quickly take off the garment, and, when you have selected another that fits him properly, before he has an opportunity to look for defects or think of criticisms, in the briefest , but most forceful and convincing manner, call attention to the excellence of the fit, the beauty of the model and the perfection of the garment's balance.

These ideas must be projected into the customer's mind with sufficient force to exclude all negative thoughts and to so permeate his mind with your ideas that instead of looking for defects he will be dwelling upon, and looking for, the excellent features you have pointed out. Many occasions will arise when the greatest diplomacy will be required to secure an opening for these suggestions.

The following will serve as an illustration:

A customer, accompanied by his wife and a friend, called to buy a suit. Every garment shown them was condemned because of dissatisfaction with the fit. While the wife and friend were both severe in their criticisms, yet it was clearly apparent that the friend was the factor to be dealt with, as both the customer and his wife looked upon him as the oracle.

Therefore, the salesman, recognizing the necessity of making this man his ally, succeeded, by the aid of the most adroit diplomacy in winning his confidence and good-will. From that moment it was clear sailing, all the unreasonable criticisms of the garment by both the customer and his wife being over-ruled by their friend, and the suit was satisfactorily sold, with only the slightest alterations.

THE MAN WITH "A CHIP ON HIS SHOULDER."

Another case will be cited, in which not only diplomacy, but persuasive powers, were necessary. A customer, who entered the store with a chip on his shoulder, opened up on the salesman by laying out the firm and everyone connected with it, all because of repeated disappointment with the fit of clothes purchased in the establishment. It did not take the salesman long to discern that the customer's ideas of a garment's fit were impossible, and that the salesman's and fitter's efforts to carry out these ideas had only resulted in ruining the garments.

This customer's body was easy to fit, but it was exceedingly difficult to fit his mind, because he was hard-headed and very set in his opinions. After a great battle of intellects the salesman mind prevailed, controlling and directing the customer's mind at will.

From that moment the customer's confidence in this salesman has been so great that he will allow no one else to wait on him, and although the salesman has sold him many clothes since the memorable encounter at their first meeting, the alterations have always been insignificant, and never a second alteration.

To control the minds of your customers means controlling the alteration expense account.

As the extent of ability to control and direct the minds of others accurately indicates the degree of salesmanship possessed by a person, then, obviously, the way to cut down the alteration expenses is to tune up the selling force. How is this to be accomplished? The ability to deal successfully with this vexed alteration problem depends upon having the right conception of, and method for, tuning up the selling force.

Making the selling force feel, either individually or collectively, by your attitude towards them, or by criticisms, that you are dissatisfied with them, and possibly that their positions are in danger, is not a good way to tune up your selling force. The minds of the selling force must first of all be filled with confidence in their employer. When this relation of confidence is established, then every member of the force must be thoroughly taught.

What a wonderful power it is to be able to control and direct the minds of others. The person who is able to do this must have not a few, but many, qualities of his intellect developed to the highest degree of perfection. For doing this there is no school in the world that equals the school of everyday experience right on the floor of your store, and any man or boy of average intelligence can, in this school, have developed in him the ability to control and direct the minds of others. However, much serious thought is required, and it is necessary to have someone to point the way. A teacher is necessary who is himself not only a great salesman with marvelous analytical powers and a sufficient knowledge of psychology to at least define the general laws and principles which govern the mind, but who is able to impart this knowledge to others.

Furthermore, he must be trusted and liked by those he is to teach, or he can accomplish nothing. Have you such a man in your organization? If not, get one.

A Varsity eight might as well hope to get into shape and win the boat race which would give them the honors and championship of the great colleges of the land without a coach or trainer, as for a clothing merchant to expect that his selling force could be tuned up to a pitch which would result in cutting down the busheling expenses without the right man to teach them.

Every member of a major league baseball team is drilled individually, hours at a time, day after day. To-day they are taught to become skilled in sliding to base, to-morrow it is the most effective way of bunting the ball, and some other day it is working out the fine points of inside baseball, but all the time the members are taught, drilled, disciplined.

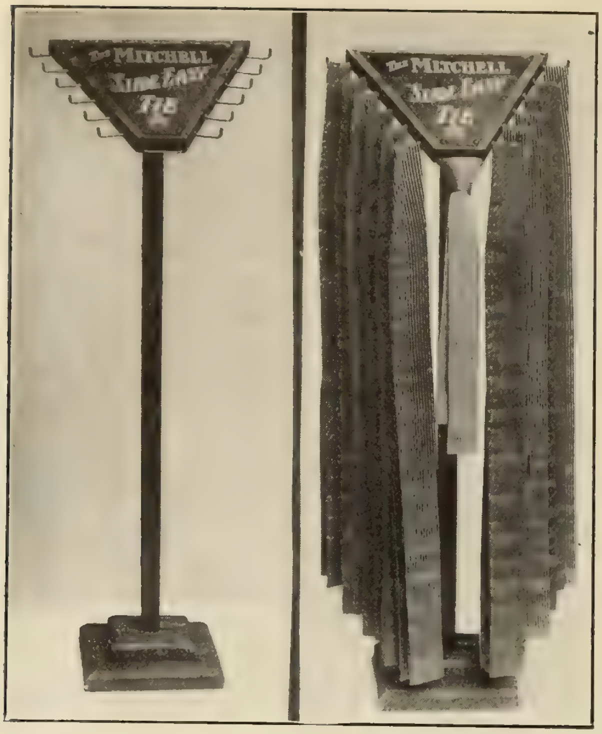
THE DEVELOPMENT OF YOUR SELLING FORCE.

The developing of your selling force, Mr. Merchant, to a high degree of effectiveness is necessary if you are to win in the business game, which has higher stakes, and is, indeed, more serious than playing ball, and which requires even more careful training and higher development of the individual than the latter.

How could I have better won the confidence of that suspicious customer who was sure we could not fit him, or what method of suggestion would have most effectively headed off and eliminated the negative ideas of the man and his wife who were so critical about the fit? By what stroke of diplomacy could the confidence and good-will of the customer's friend who came to criticize the fit of the garment have been won?

And the captious customer who seems to oppose everything on general principles, like the Irishman who was "aginst the govermint," by what sort of persuasion could he best be won? These and many kindred questions are asked of himself each day by every thoughtful salesman. Is there someone in your establishment to help with the answer? If not, then your selling force will not be tuned to the right pitch.

Diplomacy can be developed in the individual. The habit of careful thought and skilful analysis of your experiences, always remembering that every result has an adequate cause, can be formed.



Flemish Oak Cravat Holder for counters, showing stand also filled with "Mitchell Slide Easy Ties" about to be presented to the trade with the compliments of Niagara Neckwear Co., Limited, Niagara Falls.

From the daily selling experiences may be gleaned ways of most effectively developing those elements of intellect most essential, but, like the coach for the Varsity crew, there must be the teacher to point the way.

Tune up the selling force.

See to it that there is a perfect understanding between fitter and selling force.

All this spells efficiency, that great wave which is rolling over the country, and as the soft zephyrs and warm spring sunshine bring life and beauty everywhere, so real efficiency wherever it finds lodgment, brings order out of chaos and turns waste into profit. It will solve the alteration problem.

Try it.

◆

A Popular Suspender

The popularity of the President Suspender in the men's wear trade of Canada, Australia and New Zealand is strikingly illustrated by the fact that the Niagara Neckwear Co., Niagara Falls, Ont., recently issued a cheque for $33,944 to the patentees for royalties at 25 cents a dozen on sales in those markets.

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CONDENSED ADVERTISMENTS

WANTED—SALESMEN TO CARRY (COMmission only), all pure thread silk knitted neckties. Price $4.25 per doz. F.O.B. Albany, N.Y. Geo. T. Stoneman, Albany, N.Y. (1)

FOR SALE—CLOTHING AND FURNISHing business—Sault Ste Marie. The largest and most remunerative clothing business in the city. Annual turnover twenty to twenty-two thousand—will do twenty-five this year. Fitted with wardrobes and rods, to accommodate five hundred suits; will give five or ten-year lease. Modern living apartments upstairs for family of six. Garage in rear. Established twenty years; owner retiring. Stock about ten thousand. Possession July first. Average price suits $20. C. E. Sullivan, Box 934.

AGENT WANTED ON COMMISSION TO sell the Skeldon blanket in Maritime Provinces and Newfoundland. Miller & Porteous, Limited, Skeldon Mills, Ayrshire, Scotland.

SALESMEN — A SIDE LINE—WE WANT salesmen to sell the Fisk interlocking advertising service to newspapers, dry goods, department, general and variety stores throughout Canada. In my opinion this is the best side line proposition open at the present time. I will be very glad to write full information to any traveling man who will ask for it. My advertising service can be sold not only to dealers, but also to newspapers. We take only one in a town, either a newspaper or a dealer. You had better write and find out all about it. Dealers who should happen to see this advertisement are invited to send for sample copies of the Fisk Interlocking Advertising Service. Henry Stirling Fisk, President, Fisk Publishing Company, Schiller Bldg., Chicago, Ill. (1)

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfelk jackets, are all accessories which mark departure from regular garb for outing purposes.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

Tooke

SUMMER UNDERWEAR

Suits The Man Who Loves Comfort

Easy-fitting, light, cool and airy, TOOKE Summer Underwear makes a strong appeal to your customers when hot weather sets in.

Made both in combination and two-piece styles, of light but exceedingly strong fabrics, in small checks. Combinations have knitted balbriggan insert in the waist to give elasticity

This TOOKE line is certainly a business-getter. Order a good supply at once and make the most of it.

Can be retailed at $1.00 per suit.

TOOKE BROS., LIMITED, MONTREAL

MANUFACTURERS OF SHIRTS, COLLARS AND NECKWEAR AND IMPORTERS OF MEN'S FURNISHINGS

WINNIPEG WAREHOUSE - - - 91 ALBERT STREET

VOL. 2 No. 7

MEN'S WEAR REVIEW

JULY, 1912

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What Would You Do in Absence of Boss?
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How Merchants are Moving Summer Stocks
Bright Men's Wear Displays Illustrated
C. W. T. A. Convention Notes
Baseball Windows Appealed to Fans
Strong Aid in Summer Merchandising
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Men, Methods and Clothes
Would the Boss Give a Rebate?
—Salesmanship Competition

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Likewise a brand new idea in Sword Neckwear. Hold at least part of your Fall orders until you have seen the natty, new creation which we believe will cause a stir in the Canadian Neckwear trade.

IT IS NEW
AND WILL BE A SELLER
NOT A FAD

While conforming with the latest neckwear vogue, this cravat is so entirely different as to warrant you waiting. That's all we can tell.

Sword Neckwear Co.
LIMITED
Toronto Ontario

Would The Boss Give A Rebate?

A MAN purchased a suit for $18 at a store where he had been a regular customer for some time. A few days later, on entering the same store, he was somewhat surprised to find that suits similar to that which he had bought, were then on sale for $15. His friend bought one, and remarked to him in the presence of the merchant, "You see, it would have paid you to wait for this clearance sale. I am $3 ahead of you on this deal."

The first customer turned to the merchant and protested. "Considering that I am a good customer," he said, "and have brought business to your store, I think you should give me a rebate on my suit."

What did the merchant say?

For replies, dealing in a helpful, practical way with the subject, The Review will pay from $1.00 to $5.00 each.

All articles must be received not later than August 12th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

At Ascot recently the King's hat was a grey topper, the first time he has been seen wearing it. On other days he wore a black silk hat.

* * *

"We have the blues for you," is the wording of a card which appeared recently in a serge window of a Yonge Street men's wear dealer, Toronto. This is hardly as gruesome as the heading which a hatter used in a recent advertisement: "All we want is your skull and two bones."

* * *

A men's furnishings store in Chicago is located on the third floor of one of the large office buildings. The proprietor states that the public has been responding in large numbers, appreciating the fact that an upstairs store with less expense can give more value at lower prices.

* * *

One of the latest novelties in umbrellas is a combination lock calculated to baffle the umbrella thief. On the collar fixed near the handle, are three metal rings which can be revolved. On the divisions of the rings, figures and letters are marked and the only person who knows the code number can open the combination.

* * *

A men's wear dealer, wishing to start something unusual, announced that on a certain day he would circularize the town with fliers announcing a special sale in every line of goods carried, but that on ten of these fliers some one single article, regularly priced from $2 to $5, would be priced at 25 cents. These ten articles were all different, and the holders of the lucky fliers, by presenting the same at his store before a specified date, might purchase the articles thus specially priced for the sum stated--a quarter. The announcement caused a diligent reading of every flier issued, and the result was a brisk sale.

* * *

Straws and every other kind of Summer headwear have come to their own during the past few weeks, and not wishing to take any further chances with the weather, retailers have cut prices instead of holding on till August. Thus the season this year has had a short shrift, but a brisk one while it lasted. Should the warm spell continue, however, there is no doubt that considerable profit will still be made through careful merchandising. Samples already shown for next season reveal very few notable style changes. Panamas in the smaller shapes will again be an important feature. Sennits are also prominent.

* * *

In Paris, pajamas and luxury are words which have a more synonymous relationship than in this country. A Paris expert in fashions for men states that the advent of the pajama has created a profound revolution. Thanks to this new night attire, covered beds have disappeared, and that ridiculous garment, the nightshirt, and its grotesque companion, the nightcap, are gone forever. Extreme care, he continues, must be taken in the manner in which pajamas are used. At night, after the ablutions, it is correct to don a silk or zephyr pajama suit, with stiff collar and pleated trousers, not too wide. On waking, these garments should be exchanged for warmer pajamas made of flannel, with a turned-down collar. In these one should take breakfast, and a man of fashion should never appear before his servant or an early morning visitor in the wrinkled garments in which he has slept.

George B. Cluett, founder of the great shirt and collar business of Cluett, Peabody & Co., died June 28, aged seventy-four. He was born at Wolverhampton, Eng., in 1838, and when 12 years old, went to Troy, N.Y. He entered the collar business with the firm of Maulin & Bigelow, rising to the position of superintendent and in 1868, was admitted to partnership. Mr. Cluett had learned the collar business from beginning to end, and was actively engaged in it until he saw his concern become the largest of its kind in the world. Mr. Cluett was noted for his many benefactions.

* * *

Discussing the article that appeared in last Men's Wear Review under the heading: "High Time for Increased Neckwear Profits," a manufacturer of neckwear states:—"The writer read with considerable interest the article in your last issue in regard to neckwear business and whoever was the manufacturer, he certainly knew what he was talking about. It certainly is quite right that the necktie business is about the poorest of all the men's wear lines as far as profit is concerned. It is a very precarious business, in fact, too much speculation and risk. When we place orders for silks, we think they are good at the time and think they should sell, but when they arrive three or four months later, nobody want them and they almost have to be given away. It would be very nice and of great assistance to us if someone like yourself would arrange to get all the manufacturers together in regard to labels. A retail merchant should pay for them as they are an advertisement for him and manufacturers have been supplying him free of charge.

* * *

A retailer in one of the smaller cities, says *System,* found himself with too large a stock of unsold suits on hand at the end of the season. To correct this fault in his buying, he devised a plan to select his patterns and colors according to his customers' judgment rather than his own. Before placing his orders, he mailed samples of the coming season's most attractive styles and weaves in the prevailing shades of browns, tans or grays, with the range of prices marked on each. A letter, with a return postcard, accompanied the samples and the customer was offered a discount of 5 per cent. when he bought his suit if he would fill in the number of the sample he preferred.

The returns he received enabled this clothier to determine his customers' preference with much greater accuracy than in previous seasons. One result was that his "left overs" were reduced by 50 per cent.; another was that the 5 per cent. discount attracted many new customers and turned scores of intermittent buyers into "regulars." The greatest advantage of all, however, came from the increased efficiency of his stocks. Knowing the approximate measurement of nearly every man in town, he was able to select an assortment of sizes which more closely corresponded to the requirements of the trade.

* * *

A. N. McKerrow, brother of Clarry McKerrow, the Montreal lacrosse player, has opened a mens wear store in Ottawa. It has a frontage of 24 feet, a depth of 60 feet, ceiling of white tiles, and the walls are done in a soft shade of green.

* * *

Brodericks, Limited, Toronto, have been advertising their cool weather apparel in theatre programs thus: "Join the Cool Weather Club. Due for the most exclusive membership in Toronto. Men Only. Every member must be a good fellow. Every member must possess good taste in dress. Or he must be willing to cultivate good taste. These qualify for initiation. Ceremonies in progress from 8 to 6 every day. The initation fee is $22.50 to $45. This pays up everything in full for two seasons. Dividends in happiness and satisfaction payable every time you wear a Broderick Cool Summer Suit. Just walk in with a pleasant smile and name the fabric and color which are to be your happy choice. Town and country suits for the man who sneaks away for the week-end, and for business wear full or half skeleton lined."

* * *

R. S. McKenzie, who sold his clothing business in Portage La Prairie to W. Rigby, Ottawa, recently, makes a "cleaning" announcement which is in strong contrast with the one and two-page spreads used by most merchants in such an event. He ran an eighteen-line reader, stating that the business had been sold, that it was necessary to reduce stock $4,000, that goods were marked down, and concluding thus: "It is not my intention to get out a large sale bill as is usual, but you will confer a favor upon me and save from 30 to 50 per cent. to yourself if you take advantage of this, the greatest clothing reduction ever held at McKenzies." To many merchants this form of advertising, inviting the public to confer a favor, will appear over-modest, and it would be interesting to know whether the public considered it in that light also.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

DRY GOODS REVIEW.—We shall require 750 or more medals inscribed with words "In commemoration of the centenary of Kamloops," and date. Can you get estimate on this and wire at once?

* * *

The Review has wired an estimate, and manufacturers are writing the enquirer, but the following information is given for the benefit of those who may have to arrange for similar celebrations:

The following people specialize in medals of this kind:—Jas. S. Walsh, 123 Bay St., Toronto; Jas. D. Bailey, Yonge St. Arcade, Toronto; The Whitehead & Hoag Co., Toronto.

Medals in bronze, with lettering and city arms in relief, suspended from ribbon, 22c each; in metal, gilt, gold-plated, 30c each; cheaper line, 15 cents each.

Bar with "Kamloops," colored ribbon, wording on front, in oxidized, silver, copper or ormolu, 17½ cents each per M., 20¼c each for 750. Die for coat of arms costs $25 extra. Special design, leather watch fob, 15 cents per M.

Stamped commemorative medals, designs and lettering in relief, in bronze, oxidized, silver or copper finish from 15 cents up.

* * *

Editor Men's Wear Review:—In a recent number of Men's Wear Review, I noticed an article on page 110 regarding mistakes in figuring profits. The method of figuring profits on the cash price is to figure on the selling price. But the question which has always struck me in reading this and similar articles is, how is the selling price on which the profit is figured, arrived at? The cost of an article surely is the basis to start from and until the actual cost is ascertained no accurate statement of the selling price can be made.

This article mentions nothing regarding the landed cost of the goods but this item must be considered as it costs so much per cent. of the cost of each article to land same at its destination. When the landed cost is found the selling price would have to be a figure which would allow for a certain gross profit. Out of this gross profit comes the store expenses which usually amounts to something over 20 per cent.

My method of figuring is as follows:—An article costs $2.25. This article costs, say 5 per cent. for freight and cartage, making a landed cost of $2.36. I need to sell this article at a gross profit of 40 per cent. or $3.30 to make a net profit of 20 per cent. if my cost of doing business is 20 per cent.

Isn't that correct?

You state that your method of finding the selling price is to add to the original cost, say $2.25, what you think is sufficient to meet expenses of doing business and net profit. This is not the correct method. Certainly you should figure freight and cartage in the original cost. You say this item represents 5 per cent. of cost. Then you are right in adding that to $2.25, making $2.36. That is the first cost of your goods before you touch them.

Then you say it costs you 20 per cent. of that amount for expenses of doing business. You must get that amount out of your goods—that is the standing charge against them before you consider the percentage of net profit. In fact, you can say that to place those goods in the hands of the customer, they cost you $2.84.

Now then, in order to arrive at your selling price, we will work out the same figures on a straight percentage basis. We will represent the selling price as 100 per cent. You wish to make a profit of 20 per cent. Therefore, 80 per cent, represents the gross cost, including wholesale cost, freight, cartage and cost of doing business. The simple arithmetical deduction, therefore is as follows:

Where the cost price is 80 the selling price is 100.

Where the cost price is 1 the selling price is 100 divided by 80;

Where the cost price is $2.84 the selling price is 100 divided by 80 and multiplied by $2.84. The result is $3.55.

In other words, multiply the gross cost by 100 and divide by 80. The gross cost of your goods is $2.84. Your selling price is $3.55, your net profit is,

LEATHER LABEL OVER-HAULS

It's the same old story, if a firm offers, and advertises anything that sounds **too good,** the ad. falls flat, because the reader is inclined to think that it is some gold brick or get-rich-quick scheme.

HERE IS THE OFFER THAT WAS SO GOOD THAT YOU THOUGHT IT A FAKE

THAT was the trouble with our recent advertisement in this magazine.

We offered to send, all charges paid, a sample order to any merchant who would send us his name and address, saying he could keep them for two months with our agreement that we would take back every garment if after a trial he should decide not to keep them, or if they should not prove sellers.

Don't fool yourself like this man did:

PERHAPS you have heard this old story, about a man who thought he knew human nature, and made a bet with another man that the public in general could not be fooled, if you offered them the genuine.

To prove his theory, he stood at the busiest hour of the day at the foot of London Bridge, with a dish of genuine gold coins in his hand. Alluringly rattling the coins in the dish he asked the passers-by to help themselves, but they all laughed. Some ignored him, others grinned wisely, or frowned and passed by, because they thought, of course, that it was a fake of some kind.

THIS man lost his bet; but the Leather Label Over-Haul Co. are not going to lose their bet, because we are going to convince the merchants of Canada that **OUR OFFER IS GENUINE** in every way, and all you have to do, Mr. Merchant, is to **TEAR OUT THIS PAGE, MAIL IT TO US,** with your name and address, and we will send you a trial shipment, **ALL CHARGES PAID,** which we will agree to take back unless the goods make good, and you decide it is good business to keep them, and sell them to your customers.

"Thoroughly Over-Hauled"

Put Your Firm's Name and Address Here

I will examine and look over your samples, but I am not obligating myself to keep them unless I see fit to do so.

NAME ....
TOWN ....
PROVINCE ....

The Leather Label Over-haul Co., Limited

Manufacturers of High Grade American Over-hauls

Walkerville, Ontario

therefore, 71 cents, which is one-fifth or exactly 20 per cent. of your selling price. That is your correct net profit.

Here is where you are wrong. You are figuring your net profit on the first cost of your goods or $2.36, whereas to be correct you must take into consideration the gross cost, which includes all expenses. Your gross cost here is $2.84. Deduct $2.84 from $3.30 and you will see your net profit is, therefore, only 46 cents. This is 46-330ths or hardly 14 per cent. net profit.

The rule to follow in figuring percentage of profit is this. Take 100 per cent. as your selling price, deduct from that the percentage of profit which you wish to make. If it is 25 per cent. your gross cost will be 75. Your profit is, therefore, 33 1-3 per cent. of gross cost or 25 per cent. of selling price. You wish to make 40 per cent. net your gross cost is then 60 cents. You must mark your goods at 66 2-3 on gross cost or 40 per cent. of selling price.

We will suppose that you buy goods at $680. You want to make a net profit of 40 per cent. You know your cost of doing business is 20 cents on the dollar or $136. Your gross cost is, therefore, $816. Multiply this by 66 2-3. This will give you $544, your net profit, which added to $816 gives you a selling price of $1,360. Your net profit is, therefore, exactly 40 per cent. of the selling price.

Of course, no merchant adheres to the same prices or profit percentages on every article from one end of a season to the other. There is a law of averages which must be recognized in modern merchandising. Here is an example from every day business. You buy four dozen underwear at $2.25, totalling $9. Your cost of doing business is 22 per cent., which is, by the way, a figure pretty generally recognized. The gross cost is, therefore, $9, plus $1.98, or $10.98 or 2.75 a dozen. You sell two dozen at $3.00 each or $6, 1 dozen at 29 cents or $3.48, and the fourth dozen at 35 cents or $4.20. Your total selling price is $13.68. Your net profit is the difference between $13.68 and $10.98 or $2.70 or practically 20 per cent. The average selling price per dozen is $3.42 or 28½ cents each. It is seen, therefore, that with the gross cost of 23 cents, the merchant makes very little on some garments, but that larger profit on others gives him the desired average.

In figuring his profits on the cost the merchant must take into consideration the expenses of doing business. Some merchants have so carefully figured this out that they know, when they add a certain percentage to the original cost, it will cover everything and give them a reasonable net profit. It is dangerous to take things for granted, however. A merchant may think he is making a fair profit when in reality he is not. He, however, proportions his expenditure according to this deceptive assurance.

* * *

Editor, The Dry Goods Review:—We have seen in The Review a lot about the coming convention of the Canadian Window Trimmers' Association, and have been wondering if this was to be entirely a gentlemen's convention, or if ladies would be allowed to attend, and on what terms are they allowed, that is, must they be members of this association previously. I am, a sister and partner of the head of this firm, and the window trimmer for this, the largest store in the town and have been watching closely for every helpful idea to be gathered from the windows in the towns and cities through which I have passed, and I believe there are many more women in the same position in Canada. An answer through the column of The Review will be greatly appreciated by—An Enquirer.

* * *

Lady decorators will be heartily welcome at the convention. It is not necessary that they already be members of the association.

◆

Willard Hembroff, W. A. Coppin and C. A. Smith have purchased the men's wear business of R. L. Slater, Moosejaw. Among the alterations that are being made to the store are the addition of sixty-one feet, and installation of new fixtures.

◆

The recent destruction by fire of the J. F. Cairns' store at Saskatoon recalls one of those interesting stories of success in response to a spirit of enterprise which filled the opportunity. Mr. Cairns was formerly a high school teacher at Chatham, then he became editor of the Canadian Wheelman, chairman of the membership committee of the Wheelman's Association, later he managed an opera house in London, and finally he and his wife opened a small store in Saskatoon. It was very small, merely a shack, but in ten years that store has grown to large departmental dimensions, the business is on a cash basis, and the Cairns' page advertisements in the Saskatoon are bright, optimistic and always contain a definite, well-expressed message. Now misfortune has overtaken it, but another departmental store is being erected and it will not be many weeks before Cairns and his enterprise are restored to their own.

M33B

"MONARCH -KNIT"

Sweater Coats For Men

There are no limitations in the "Monarch Knit" Sweater Coat stock for men. Our line is most comprehensive, and gives such variety for your selection that you will be enabled to select stock that you know will suit your class of trade.

The lower left illustration represents the

M27

The Shaker Knit Coat

Knit in One Piece

The Shaker Knit

the new one-piece-knit sweater coat, which will be a feature this Fall.

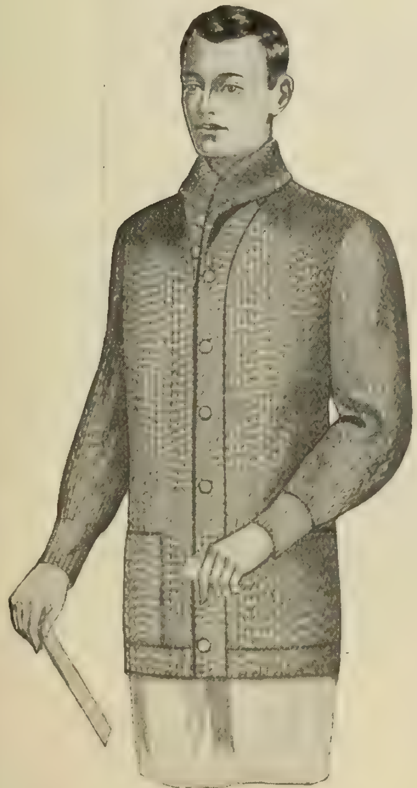
It is full fashioned, finished with selvedge edges and knit-in pockets.

Let us send you a sample assortment of this coat.

Drop us a card and be sure to have your name on our mailing list, and thus assure receiving one of our handsome 1912 catalogues.

The Shaker Knit Coat

Full Fashioned



M53

The Monarch Knitting Co.

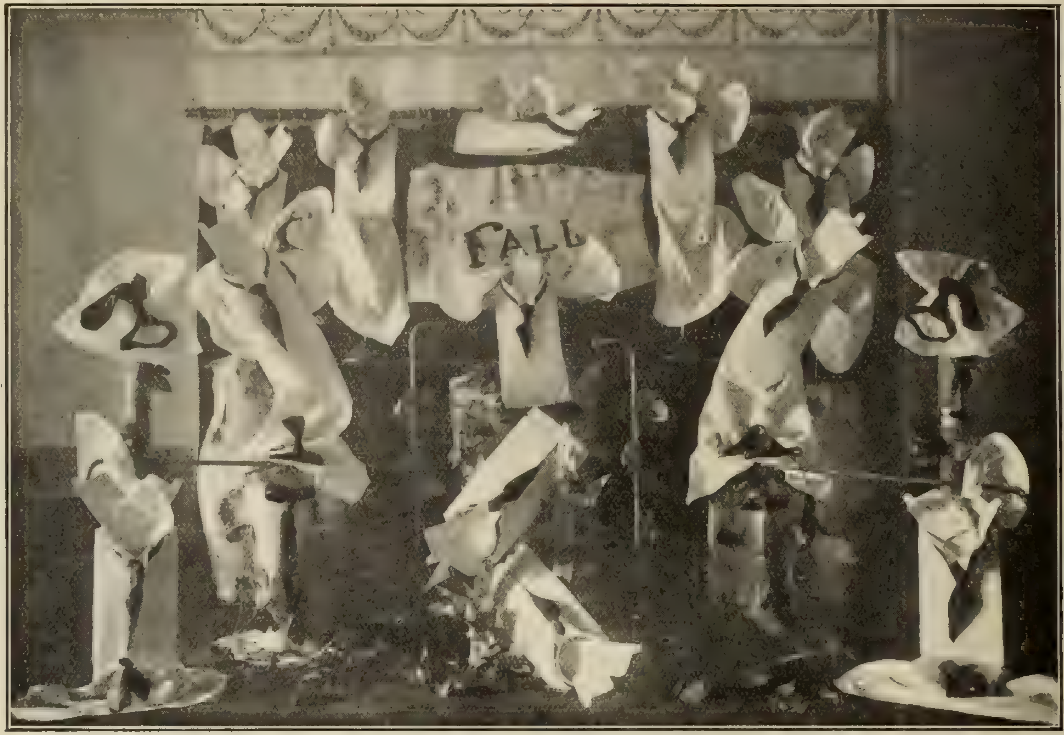
LIMITED

Head Office:

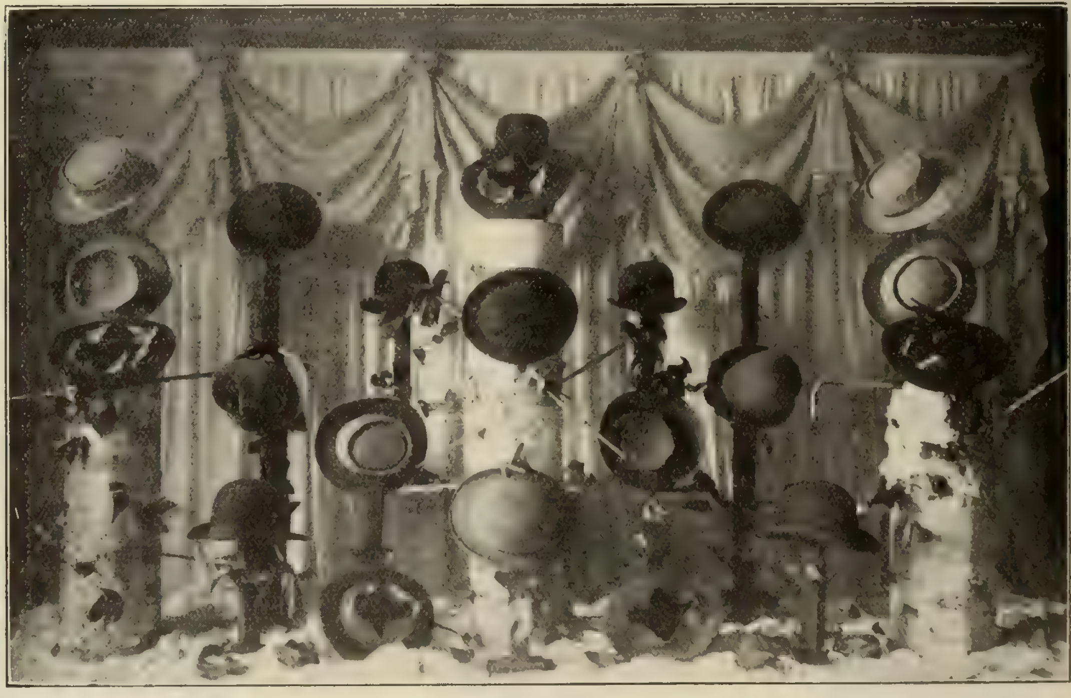
Dunnville, Ont.

Factories at:
Dunnville, Ont.
St. Catharines, Ont.
St. Thomas, Ont.
Buffalo, N.Y.

M54



Fixtures used are pedestals, shirt cases, coat stands, cane holders, small wooden box 10 x 10 inch, 2 upright pieces of wood 18 and 24 inches high, which are nailed to each corner of box, with a 24 inch vertical strip nailed to upright, forming small hurdle, and covered with strips of birch bark. Pedestals are covered with birch bark. Cylinders on each end of window on mailing tubes, covered with bark and placed over coat stands. The "Fall" is cut out of maroon cardboard and pinned to back.



Fixtures used here are special wooden hat stands, also glass shelf, pedestal and haberdasher stands. Background is silkoline in two colors (green and white), but any other seasonable colors may be used. Cylinders are made of cardboard covered with birch bark. Size of cylinders, centre about 4½ feet, two end cylinders about 3 feet, cylinders on sides contain metal haberdasher stands to support wooden fixture, which is placed on top of each; canes are punched through bark and covered with autumn leaves. A small pedestal and glass shelf is placed in rear of centre pedestal. Arrange hats as shown. Especially suitable for early fall showing.

--Photographed in New York for Men's Wear Review.

The Newest

TRADE MARK AIRYWEAR

The Coolest

THE HARVEY MESH

The "Airywear" for Men and why it is "AIRYWEAR"

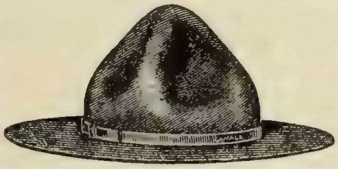
"Airywear" is the coolest underwear on the market to-day, it is different and this is the reason.
There are 500 perfect round pores to every square inch of "Airywear" mesh.
An "Airywear" union suit has over a million open air pores which act as ventilators.
We make both men's and women's goods. Wait and see our famous porous Bird's-eye Ilet Knit Fabric and elastic knit
Sold direct to retail trade by our agents.

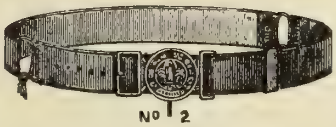
HARVEY KNITTING CO., LIMITED

WOODSTOCK, ONT.

AGENTS:

Maritime—F. S. White, St. Stephen, N. B. **Quebec**—P. de Gruchy & Son, 207 St. James St., Montreal. **Ontario**—J. E. McClung, 33 Melinda St., Toronto, Ont. **Manitoba & N. W.**—S. Groff & Sons, 290 McDermott Avenue, Winnipeg. **British Columbia**—Allen & Lang, 601 Welton Building, Vancouver.





The Boy Scout Trade
A Good One to Get

After all the "Boy Scout" trade represents more than just the boys' trade for scout outfits, etc., it will bring you the entire trade of the better families in your town.

ARE YOU PREPARED

for the Scout trade? There will be a big demand during the holidays—so order early.

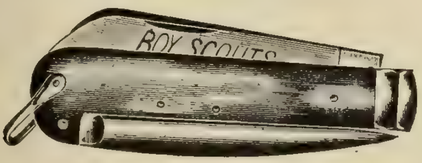
We Specialize on Militia and Cadet Uniforms

and all duck and service clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders, Porters, Etc.

Full Dress Vests Abattoir Coats Fancy Vests Surgeons' Gowns
Duck Band Uniforms Duck Pants Hospital Linen Supplies
Ladies' and Men's Auto Coats and Dusters Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in



The Miller Manufacturing Co., Limited

251-253 Mutual Street : : TORONTO

Baseball Windows Struck Popular Note

How the Anderson Co. used two teams of baseball dolls to direct attention — Window arranged in form of diamond and players represented some of the leading features in Canadian League games — Excellent hot weather stunt

TO see and apply an idea that immediately arouses the popular interst of all or part of the community is what the wideawake adman or window trimmer is constantly looking for. At this time of year displays that appeal to the athlete, to people who are preparing for vacations, or who indulge in any of the various forms of recreation, generally introduce to advantage realistic settings by using articles identified with different pastimes.

Thus, a store carrying a fairly large sporting goods department placed a canoe in the window posed in it two figures correctly attired for camping, and distributed throughout the window were sweater and blazer coats and other articles of apparel, as well as camp utensils.

Such a display is always strikingly suggestive and makes many sales, provided it is put on at the right time.

An instance which illustrates that happy conception, which at once strikes a popular note and directs exceptional interest to the store is supplied by the Anderson Co., St. Thomas. The feature took the form of a display of dolls, dressed as ball players, who were daily arranged on a miniature diamond to illustrate some outstanding event in the Canadian league.

"We received an early shipment of dolls for Christmas," states Mr. Andrews, the window trimmer, "and among the lot were two dozen dressed as ball players—one dozen each in different uniforms. Mr. Anderson thought that while the baseball season was on it would be a good time to sell them while the ball season was on and suggested that I display them in one of the windows. I worked out a diamond on the floor of the window and arranged the players in their respective positions. A small ticket with the players name being placed on each doll, representing players of both teams. This display was left in the window for five days, being changed each day to represent the game played that day, and featuring a prominent player in some spectacular play each game. For example, the first game showed Blake who had badly spiked two St. Thomas players in one day while playing at Ottawa, being tagged out at second base while trying to steal. Blake is now with London, who were playing here the day the display was put in and I knew it would please every home baseball fan to see Blake "get his" as he has been running the bases pretty freely since his work at Ottawa. It certainly made a hit. Another window showed Hoff, St. Thomas, left fielder, and recognized as the best in the Canadian League, making a sensational one-handed catch of a long fly with two men on bases. Still another shows Powers, of St. Thomas, who has made more home runs than any other player in the league, hitting a home run with the bases full. Every detail of the game was complete as far as it was possible to make it. Gloves, masks, bats, balls, and shin pads for the catcher. Every player was placed in just the position which would be occupied by him when each play which was featured was being made. The scores of every game played in the Canadian league were shown on a regulation score board placed in the window. A pennant was printed and run up on a flag pole showing St. Thomas as champions of 1912 and a card with "Great Expectations" printed on it placed at foot of flag pole."

As an advertisement the window was exceptionally effective. Every person, from the little tot to the great grandparent stopped to look at the display. Mr. Andrews states that while he does not believe in displays of this kind as a general rule, an occasional window along that line is a splendid thing, especially in the dull season.

While this idea was carried out in the window of a departmental store, it could be employed with quite as telling effect in a men's wear window in any town or city when baseball was a prominent sport by reason of league connections.

It would certainly arouse the interest of athletes generally, and particularly of all those more or less directly interested in the pennant aspirations of the local team.

In this case the newspapers could not fail to notice the interest created and one commented upon the Blake incident in a manner calculated to direct the attention of local fans to the display. The newspaper adds: "The display reflects great credit on Warren Andrews, who designed and arranged the window. It is easily one of the most talked of windows ever shown in the city."

◆

In order to devote his entire time to clothing and men's furnishings only, C. H. Pierce, of Hespeler, is re-adjusting his business by eliminating the dry goods end.

Canadian Window Trimmers!

THESE men will have charge of the feature events on the programme of the C. W. T. A. first annual convention, to be held in the Assembly Hall, Prince George Hotel, August 21, 22, 23. This will assure you that the convention will be brimful of practical information. You cannot afford to be absent.

GEO. J. COWAN, window trimming expert, Dry Goods Reporter, Chicago.

JEROME A. KOERBER, head of the decorating department, Strawbridge & Clothier, Philadelphia.

WALLACE HESS, Chicago, acknowledged to be the premier department store card writer of the United States.

THOS. DALE, fixture specialist, Toronto.

H. HOLLINSWORTH, chief of the decorating department Robert Simpson Co.

The report of the National Association of Window Trimmers at Chicago will be presented by H. Robinson, R. McKay & Co., Hamilton.

Convention opens 9 a.m. Wednesday, August 21, with the president, H. C. Macdonald, Murray-Kay Co., in the chair.

Important draping demonstrations, fixture displays, illustrated lectures and discussions will make the convention an occasion of great practical benefit.

See convention notes in this number, and watch August 7th number for detailed announcement regarding prizes and special features.

NECKWEAR AND ACCESSORIES

Retailers' opportunity to develop business in better neckwear values — Manufacturers endorse interview that appeared in Men's Wear Review — Influence of knitted neckwear in favor of higher standards — Zibelines, velour effects, armieres for Fall — Good summer business

THE interview which appeared in last Men's Wear Review giving a manufacturer's views on the price situation has since been frequently commented upon by other producers of neckwear.

"While the trade is gradually working towards an appreciation of possibilities for better prices," states one, "dealers have still a great deal to do towards educating their customers. The tendency to adhere to old stereotyped prices is altogether too strong. Many merchants cannot get away from the habit of regarding a $4.50 line as 50 cent neckwear. They cannot break out from the net. It is just as the manufacturer states, if a man pays $5.50 to sell at 75 cents, or $6 to $7 to sell at $1.00, the profit thereon will help him to clean out his odd lines without serious loss, and at the same time improve his sales.

"The neckwear business has seen great development since the time when manufacturers were willing to take almost anything in the fabric line that the workers gave him. He has taken to the designing end himself and the best sellers to-day are designs which originated with the manufacturer himself and specially woven to his order. There are more brains in neckwear than ever before, yet the insistent call is for something new, something exceptionally good at a price, something that will sell like hot cakes at, say 50 cents.

Neckwear retailers have to get away from that old anchoring ground. The neckwear they are getting will compare favorably with anything on the American market, and in some respects is far superior. If we could go into the United States with a line of our 50 cent neckwear to sell at a dollar over there, I will venture to say we could sell enough in a week to keep Canadian factories humming for a month. Not that the retailer does not appreciate the goods we are giving him, but he does not do himself justice in his methods of selling them.

Then, there is the import bugaboo. There are buyers who hold that to get a good thing, one must cross the line for it. That's nonsense. I know of one case where a buyer imported a line of ties made of vegetable silk and sold them for $1.00 when he could have secured identical patterns in pure silk at home and made more profit by selling them at the same price. I'm afraid I shall be justified in saying that one problem in the neckwear trade is the buyer who does not know his business. People have been breaking into the men's wear trade who know nothing about values in the lines they select. They consider themselves safe so long as they adhere to prices of long standing. Thus they go along with little effort towards the development of a taste for better goods. I'm not putting in a word for the manufacturer particularly. It is just as important that the retailer get the best he can out of the goods on the market.

But things are looking better, and five years from now should see the desired change. The favor for knitted ties in higher-priced numbers has undoubtedly done much to turn attention to better values in silks. Retailers should do their utmost to follow up the trend towards higher standards. The opportunity seems to be ripe for it."

Fall and Christmas lines are now receiving the attention of manufacturers. One of the prominent features is the rich-colored zibelines, the chief beauty of which is veiled effect produced in the weaving. Greys, wine shades, greens, blues and tans are regarded with favor in these fabrics. Belonging to the higher grade numbers are the armures with neat Oriental designs. Fabrics finished in velour effect are also being featured among early Fall lines.

The arrival of Summer weather has developed briskness in all lines of seasonable accessories. Wash collars and ties, belts and other negligee apparel have been in demand, and in a few weeks men's wear dealers will be turning their attention to clearances and preparations for early Fall.

Negligees Selling Well in Montreal

The prolonged period of hot weather during the early part of July resulted in an unprecedented demand for negligee shirts and soft collars with ties

Radium

the perfect half-hose for men who know

If you are after the trade of the well dressed man, and doubtless you are, for this is the trade that pays, you should be careful in your selection of hosiery.

"Radium" fills the requirements for perfect fitting, superior quality half hose. They give fifty per cent. more wear than the average hosiery at the same price.

A sample order will prove to you that these statements are correct.

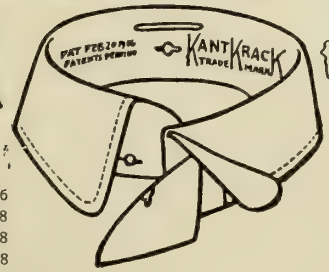
Samples for Spring, 1913, will be ready August 1st. See the range before buying.

PERRIN FRERES & CIE.

28 VICTORIA STREET - - MONTREAL, QUE.

KANT KRACK

COATED LINEN Collars



Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

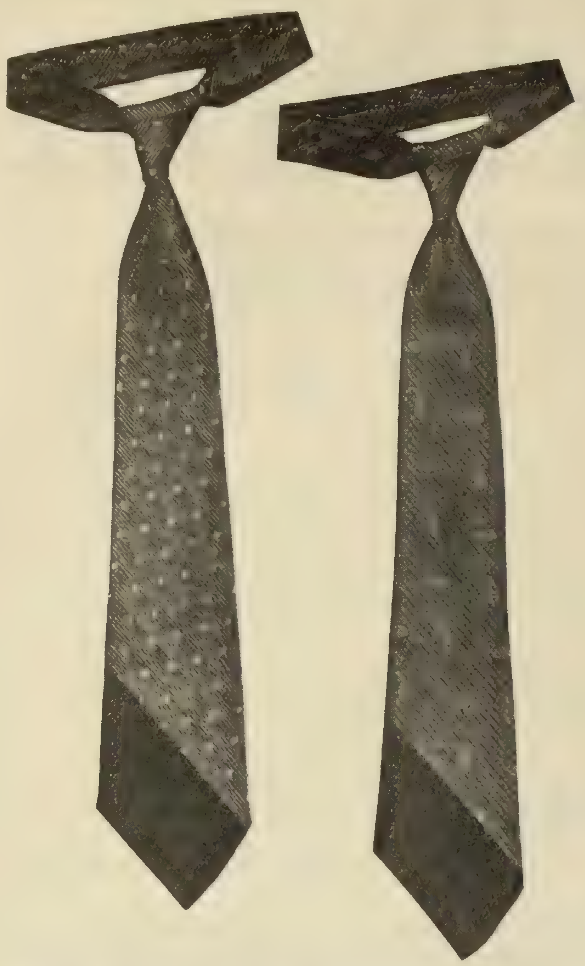
They're in Demand Everywhere

No matter where your store may be, village, town or city, there is a demand for "KANT KRACK" Coated linen collars. They create their own demand by their superiority of style, finish and wear. The flexible lip and long slit back prevents breakage. No laundry required—water and sponge does it.

"KANT KRACK" is made in only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO



Border end derbies in the new velour silk. This fabric is favored because of its rich subdued colorings.
Courtesy E, & S. Currie, Toronto.

to match, as well as the very lightest weights in underwear procurable.

During a season of very hot weather the average man finds that it is necessary to send his shirts and collars to the laundry much more often than in the moderate summer days. Therefore the men who were equipped with an ordinary outfit of these garments found that their supply was not sufficient and that is where the dealer came in strong.

Many men who had been inclined to look with scant favor on soft collars, were made to feel more kindly toward them when they had "wilted" several of the starched variety in a day. Many sales were made of soft collars with ties to match and soft shirts with collars and ties to match have also been good sellers, particularly in the plain shades, such as various kinds of blues, tans and cream. Striped effects have also been popular.

There has been no change of importance so far as Fall goods are concerned. The fine line stripes are the leaders, though plain colors and pure white are in very good demand.

Manufacturers say that it is a little early to talk about next Spring. They claim that it is impossoble to state anything definite so far in advance. It is generally believed, however, that there will be no very marked changes in styles or materials.

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Soft-Dress Age in London

Negligee vogue is having an influence that jars upon the good taste of those who respect sartorial proprieties.

In London it appears that the neglige vogue or the "soft-dress age" has been going a little further than authorities on things sartorial would wish it. Young men, it is alleged, have been wearing these comfortable, warm weather integuments at places and on occasions for which they were never intended, and in the discussion that has been aroused, some interesting information is given.

"Young men are not paying half enough attention to dress," so reads a criticism by "Mayfair" in London Daily Mail, with regard to the soft-dress age—soft collars, soft shirts, and loose clothes. The critic continues:—"I have seen men at the opera in short jackets and black ties. This is quite incorrect. A year or two ago it would have been impossible, and would have made people stare at them. Such dress should never be seen outside the smoke-room except perhaps at a country house dinner. No one who is in the social world would think of going anywhere at night dressed like that.

"The proper thing for a young man to wear in the daytime, if he has any regard for his appearance, is a morning coat, black or dark grey, trimmed with silk ribbon and with two buttons. The pockets should not be worn outside and the buttons should be silk braid. The waistcoat should be white or white and black, cut fairly low, or if it is black a white slip must be worn, of course.

"The tie is a feature in which considerable latitude may be allowed. It is not necessary to wear a black tie always. A 'shepherd's plaid' tie in black and white, dark blue and white, or dark brown and white is very popular and looks distingushed, by which I mean that it does not attract the eye unnecessarily. I myself go so far as to wear brightly colored ties, that is to say, grey or slate, with a delicate nuance of green or mauve or blue just to give it warmth, so to speak. Having regard to the universality of the double collar, I think that may be looked upon as permissible, though in the beginning it was merely pandering to comfort.

"For evening dress, I am glad to say that those people who attempted to induce society men to wear soft shirts failed entirely. Stiff shirts, with not less than three studs, must be worn. Braided trousers

WAIT FOR "STAR" BRAND SPRING SAMPLES

Star
BRAND
SHIRTS
Are Made for Particular People

Our travellers will be on the road the end of August with the complete range of "Star" brand shirts, Christmas neckwear and underwear.

This is our best showing yet and will be particularly interesting to the best merchants.

We give prompt service on orders for immediate shipment.

We are now showing a fine range of Fall neckwear for immediate delivery.

Van Allen Co., Limited
Hamilton -:- Ontario

The Finest Sweater Coat in Canada

Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is ***knit***, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool.

Send in your orders ***now*** and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

Manufactured only by

The C. Turnbull Co, of Galt, Limited, Galt, Ontario

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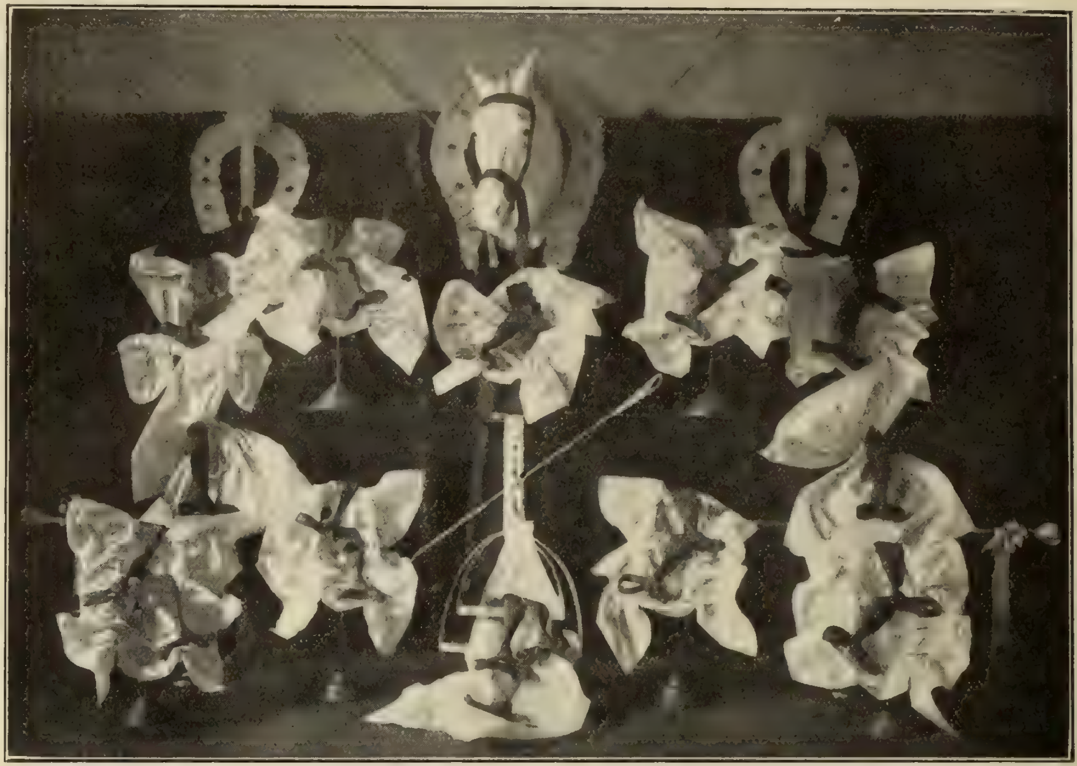


Fixtures used on pedestal, glass shelf, and shirt easels. The horse head which is used in this display is made of papier mache, and may be obtained in life size, any color, at $3.50. The large horseshoe around neck of head is cut out of full sheet of cardboard and painted with glue. Blue crepe paper is shirred on same with orange-covered corks to represent nails. The small stirrups are made from cardboard and wood covered with tinfoil. The small horseshoes are cut from quarter sheets. Cover easels with full sheets of tissue paper and then place shirts on same, with tie in neckband and one on top of cuffs.

—Photographed in New York for Men's Wear Review.

and pointed-cut waistcoats of white only are worn. Oxford shoes in preference to buttoned, even for dances, and silk hats instead of opera hats are now considered correct."

A fashionable London tailor discussing this article said:—"Men of importance in the social world, do not wear the conventional morning coat any less where it is correct and essential. It is probably necessary for men to pay even more attention to dress now in order to be properly dressed at the proper times.

"The tailor is not the arbiter of fashion he is supposed to be. We look very largely to our best dressed customers for new ideas and fresh designs. The men who care about their dress do not leave it all to us. One man comes to me with designs for a morning coat or specially cut waistcoat which he has drawn himself. We depend largely for improvements in dress on the suggestions of men who are artists and take a pride in their appearance. If a new idea turns out well we suggest it to another customer, and if it is taken up we often get the credit for changing the fashion.

"The best dressed man is always the least noticeably dressed. A good test whether a man whom you have seen was well dressed is usually to try to remember what he wore; and if you cannot remember, he was probably very well dressed."

"Mayfair" writes: "I should like to add to my previous remarks that the trousers ought never to be turned up, nor should white spats or, in my opinion, any spats be worn. Both these things tend to attract attention to the feet, which is not good form. I look upon the present craze for white spats as distinctly 'noisy.' Black varnished shoes of the brogue type are worn a lot by good people, with black or dark socks. Gloves are an important adjunct. Pale stone-colored suede are the best, and white can be worn, but the yellow wash-leather are quite improper."

◆

The latest idea that is being applied against the high cost of living is the production of clothing made of paper. A London manufacturing concern is now experimenting in the hope of making a kind of paper suitable for clothes which can be sewn and hold buttons. Paper shirts are being produced at 12 cents each, while the cost of a paper handkerchief is two cents—the price of the washing of a linen one.

C.W.T.A. CONVENTION NOTES

Hotel arrangements for visiting trimmers — Important displays — G. Wallace Hess coming — Contests close August 1 — Invitation to merchants — Lady trimmers welcome — Special attractions — Everybody boosting

THE Prince George Hotel, corner King and York Streets, Toronto, will be the official headquarters of the Canadian Window Trimmers' Association during their Convention, August 21, 22 and 23. The hotel has central location as regards railway depot, large departmental stores, display fixture houses and other establishments which trimmers attending the convention may desire to visit. The meetings will be held in the assembly hall of the hotel, and every accommodation necessary to the success of the sessions is being satisfactorily arranged. The following special rates have been secured for members of the C. W. T. A.:

Single room, without bath, one person, $1.50 per day and up.

Double room, without bath, two persons, $3.00 per day and up.

Single room with bath, one person, $2.50 and up.

Double room with bath, two persons and up, $4.00 and up.

Accommodation on American or European plan is, of course, optional. The rates quoted are very reasonable for a time of year when tourist traffic is heavy and hotel service likely to be taxed to the limit.

* * *

The photographs and show cards entered in the contests should be forwarded to the secretary as soon after August 1st as possible, as entries have to be arranged in order to facilitate the work of the judges. Contest closes August 1.

* * *

Several special attractions will be added at intervals whenever these occur. These will, for the most part take the form of fixture demonstrations, manufacturers' talks, or other interesting side events which are now suggesting themselves.

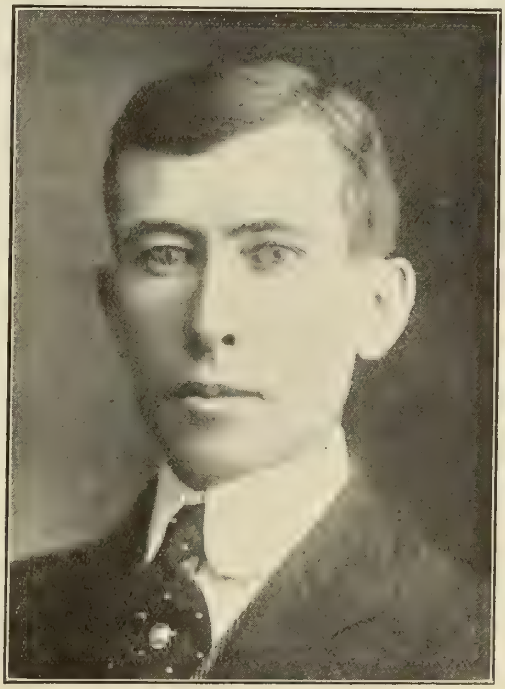
* * *

In connection with the C. W. T. A. convention, there will be a number of important displays by fixture manufacturers. Draping forms, wax figures, adjustable fixtures of wood and metal, show cards and show card equipment, floral decorations and everything pertaining to the window trimmers' and the card-writer's department.

Merchants are cordially invited to attend this convention. Many features will interest them, and they will obtain a view of the window trimmers' activities with which they probably are not familiar.

* * *

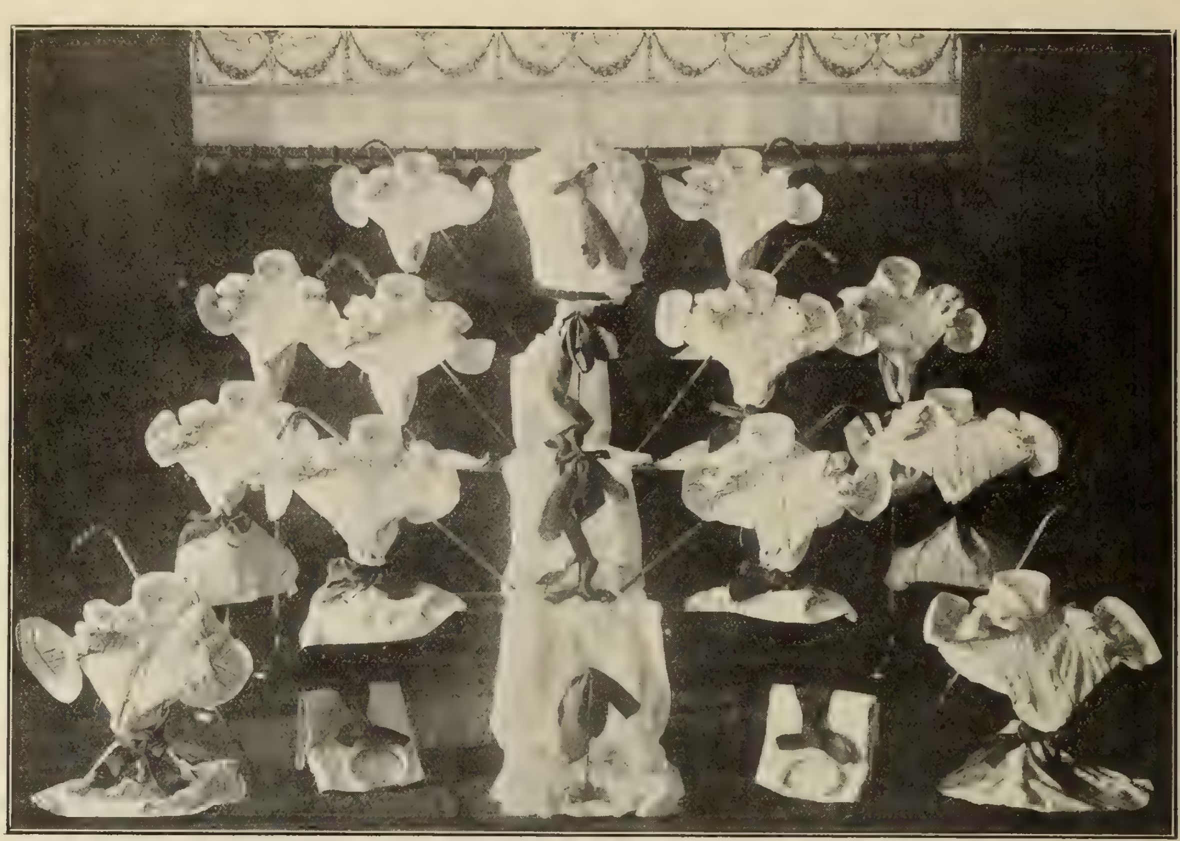
In connection with many of the progressive stores in this country, the display department is in charge of ladies who are ambitious to become more expert in the art of decorating. Several ladies are arranging to attend the convention and will be cordially welcomed.



H. HOLLINSWORTH

Chief of the decorating department, Robert Simpson Co., Toronto, who will give addresses on "Application of Wallpaper in Modern Backgrounds" and "Hints to Window Trimmers," at the C.W.T.A. Convention. Coming from a man of Mr. Hollinsworth's standing in the window trimming profession these addresses will undoubtedly be two of the most interesting and practically helpful features of the Convention.

The convention will be, to all intents and purposes, a reproduction of the National Convention in Chicago, reconstructed to meet Canadian conditions in a practical way. Twenty-five members of the C. W. T. A. are making it their business to carry this idea out. With that object in view they are at-



Fixtures used are pedestal, glass shelves, shirt easels and T stands. Three glass shelves are placed on three pedestals, 1, 2 and 3 ft. heights, forming stairs, in centre of window. A piece of shirting about 12 feet long is draped over vest form, pleated on one side and puffed on the other. Remaining goods are coiled around base of form, then to floor over remaining pedestal. Three small T stands are placed on floor and pedestals, with four-in-hands draped over same. Shirts are stretched over cardboard 12 in. x 12 in. size, and placed on easel cornerwise. Sleeves of same are pleated on bosom of shirt, skirt is fastened to standard of easel with a bow tie. Shirts are then placed on each end of glass, with a cane resting on backs of each easel. Shirts on sides of windows are arranged the same as shirts on glass shelf and elevated on pedestal. Two shirts on floor are draped over small T stands with four-in-hand tie on top of each.

—Photographed specially for Men's Wear Review.

tending the Chicago meeting and will tell brother trimmers what they see there.

* * *

A member of the C. W. T. A. has suggested that an appropriate slogan for the C. W. T. A. would be, "Linked from Coast to Coast." This introduces the idea of co-operation, suggests the development that has already taken place, possibilities for future growth, and great enthusiasm for the convention.

How Straw Hats Are Made

The bulk of the straw used in the manufacture of straw hats comes from China, where rice and wheat straw is raised for this purpose. Japan, Switzerland, Belgium, Italy and England also furnish a certain amount of straw braid. The straw from China is braided and assorted there, and is bleached and sewn together in the country of manufacture. Plaiting of straw is done entirely by hand, and it is then put up in widths running in lengths of 30, 60, 90 and 120 yards. These braids are of a yellowish tint, and they have to go through the bleaching process in order to make them white. This was formerly done by washing them in a weak acid solution, and hanging them up to dry in the sun, but it did not produce a very satisfactory finish, so the present method was finally introduced. This is known as the tank and dryer process, which takes considerably longer than the old method, but which gives the straw the pure white finish so much desired. The straw is placed in a vat of bleaching solution and remains there from three to fourteen days, according to the quality. It is next placed in large dryers, and is then subjected to a sulphur smoke to prevent it from mildew, after which it is all ready for making into hats.

One of the first steps is the forming of the patterns or shape moulds, which comprise an important part of every straw hat factory, and represent the expenditure of much time and money. A block of plaster of Paris is first cast, and after being whittled by hand to the desired shape a casting of it is made in zinc. Each model requires half a dozen or more shapes, and a single set costs nearly $300, therefore

Have You Enough

"Chester" Neglige Suspenders and Leather Belts?

You have probably unpacked our first shipment of "Chester" Summer specialties—and know now just how far it will go.

Are you sure you have enough to carry you through the hot weather.

Our reserve stock of "Chester" Neglige Suspenders and Belts is complete in every style—but repeat orders are coming in very rapidly.

To be on the safe side, why not send in your repeat orders now, and thus insure prompt delivery and complete stocks?

HALLS LIMITED, Brockville, Ont.

Complete stocks carried at our Winnipeg Warehouse, 148 Princess Street

when a 50,000 dozen plant carries about 400 different shapes and uses about 125 tons of zinc, the importance of this department can be appreciated.

Most of the work in a straw hat factory is performed by females. The first operation is the sewing by hand of the tip, or button, which is the center of the crown. This is then placed in the sewing machine and it rapidly becomes a disc. When this disc has reached the required size for the crown, it is turned and the sides are formed, and so expert do the girls become that they can figure just how many braids must be laid for a given side. Each girl is capable of sewing from one to fifteen dozen hats per day, according to the kind and quality.

After being examined, the hats are sent to the sizing room and given a bath of gelatin, which has been carefully prepared and is used in different strength for the soft and stiff varieties. After the sizing process the hats are allowed to dry, and are then sent to the blockers, who first soften them with steam and then fit them to their respective shapes. This work, as well as pressing with wet cloth and hot irons, is done entirely by hand. The latter process not only shapes the hat, but draws the gelatin through the fiber of the straw, and removes the surface gelatin.

Next there are two different methods employed—hand and machine. In the former the hats are pressed with a wet cloth and hot irons, and then polished with the bare hot iron. In the machine method the hats are put upon shapes and are set in hydraulic pressure under a pressure of from 50 to 300 pounds to the square inch, according to the hardness of the braid. From the presses the hats go to a brimming machine, where only the brims are subjected to pressure. The crowns are given a polish by hand and the hats are then ready for the next step, which is trimming.

The trimming department carries on a varied line of work, from sewing reeds in the leather sweat bands and sewing the top and side lace together to assembling the parts in the hat. This work is divided among five or six sets of girls, each set doing a particular portion. One girl does nothing but reed the leathers, another sews the top and side lace, another sews in the reeded leather, while another puts in the top and lace.

There is another table to which the hat then goes, and that is for the ribbon and the bow. Both are put on separately, the ribbons first and then the bow.

The hats, then practically finished, are once more put in the brimming machine in order that they may be trued up, for the brims have a tendency to warp, and then they are sent to the packing room.

Strong Factor in Summer Merchandising

Show cards can be employed so as to help force movement of lines that must be cleaned out in men's wear and other departments — Co-operate with window decorations and advertising.

DID you ever consider what a powerful selling factor your windows are? Did you ever consider what a forceful selling agent attractive window and show cards are; if you have not then you have neglected one or two of the greatest trade bringers you have.

AUGUST—that hot, sticky month. That month when merchandise sticks to the shelves and counters like a postage stamp to dead letter. People have no ambition. The average merchant gets the "Don't Care" feeling, and feels there is little use pushing business. Feels no one wants to buy. But this is one big mistake the average merchant makes. If business lags, that's the time to hump it up a little. Get after it harder than ever. If people don't want to buy, offer such inducements that they WILL want to buy.

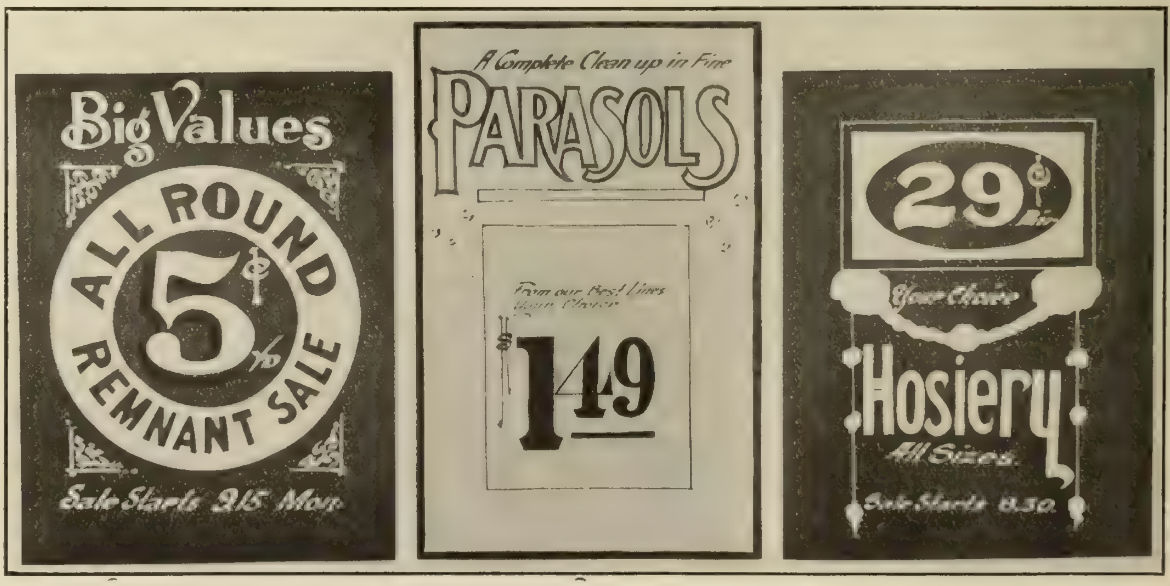
This is a good time to clean out the hanging Summer goods. The left overs, the mistakes in buying, the over stocks, etc. And when we say clean them out we mean CLEAN THEM OUT. Don't let the half-price mark stop you if necessary. Clean them out. Let us suppose your tub dresses have been hanging a little. Fix a uniform price for the entire lot. Advertise in your daily newspaper space your special sale of these to take place at 9.15 some Monday morning. We say Monday morning because that is usually a slack time of the day and week. Have these as crowd bringers at a time when crowds do not come, dress your window Friday night. This gives a window display all day Saturday.

Right here let us emphasize that your show windows are the best advertisement you have. A hundred word description of an article could not describe it so well as one glance at it in the window. And this interest is created right where the goods may be purchased.

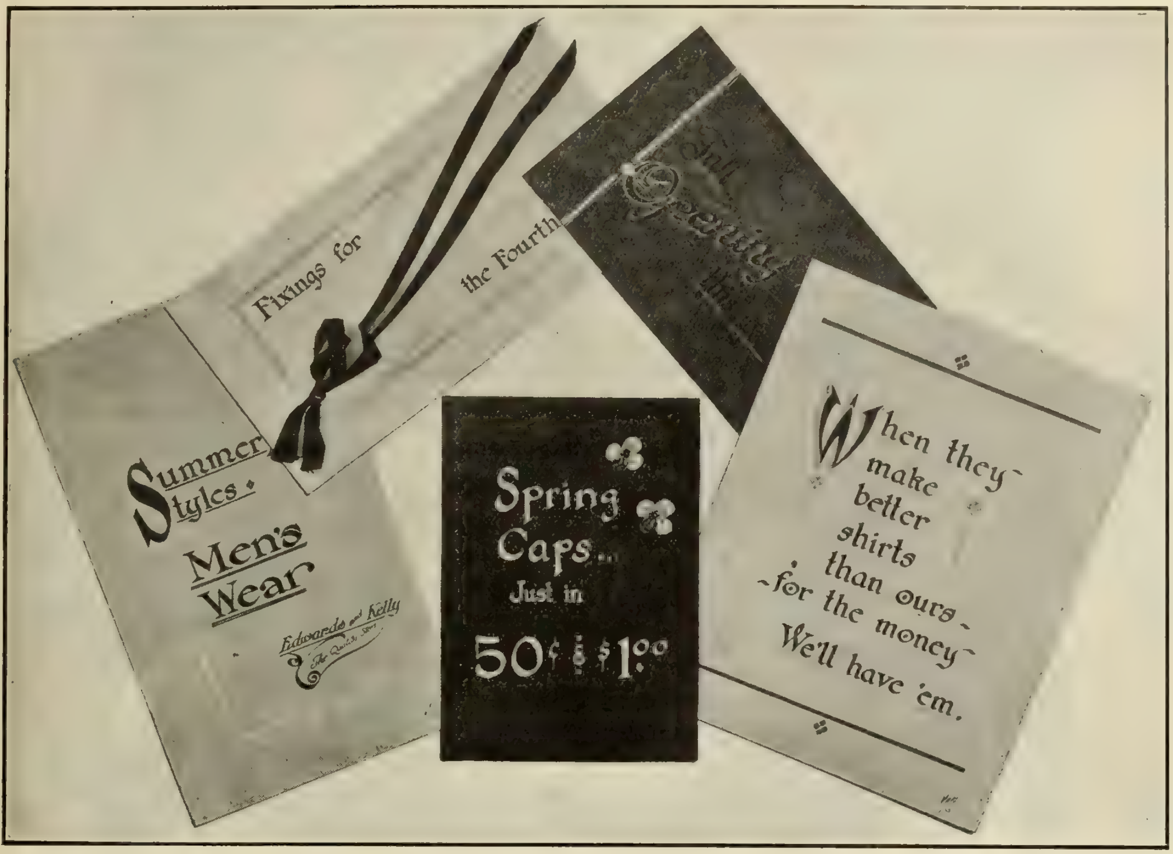
CARDS ARREST ATTENTION.

Now comes the effectiveness of the window or show card. A window without a show card or a price ticket is greatly lacking in effectiveness. A nice attractive card will arrest the attention of the passers-by and do a selling talk in a quiet, but most effective manner. But the card must be strong. By "Strong" we mean it must have some particular feature strongly brought out. This may be the price, or the name of the goods, or a trade mark or some other special feature, that may be emphasized either by the size of the word or the color of the letters, etc. In the Tub Dress card, you will notice the name and price are brought out prominently. Thus the whole selling talk is resolved to Tub Dresses, $1.98, which may be read a a glance even if the passer had no intention of reading it.

What we are strongly in favor of pricing every article in the window. What we say here with regard to dry goods applies also to men's wear. We



Show Cards that were designed specially for merchandising requirements of August. Designs are also applicable to men's wear purposes. See article.

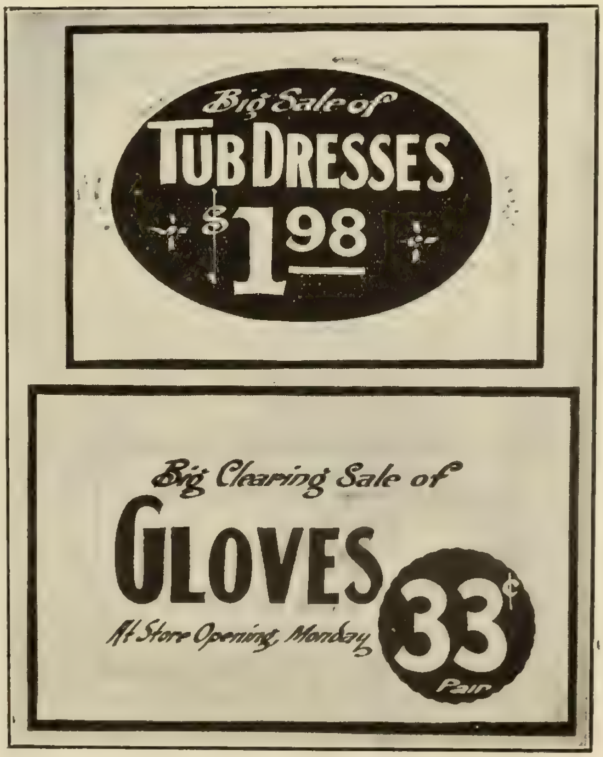


Men's wear cards by C. F. Meiers for Edwards & Kelly, Highland Center, Wis. All of these cards are brush work. One "Fixings for the 4th," introduces the patriotic idea by applying knot and streamers of red, white, and blue ribbon. Small cards are 7 x 11 inches, and larger 11 x 14 inches.

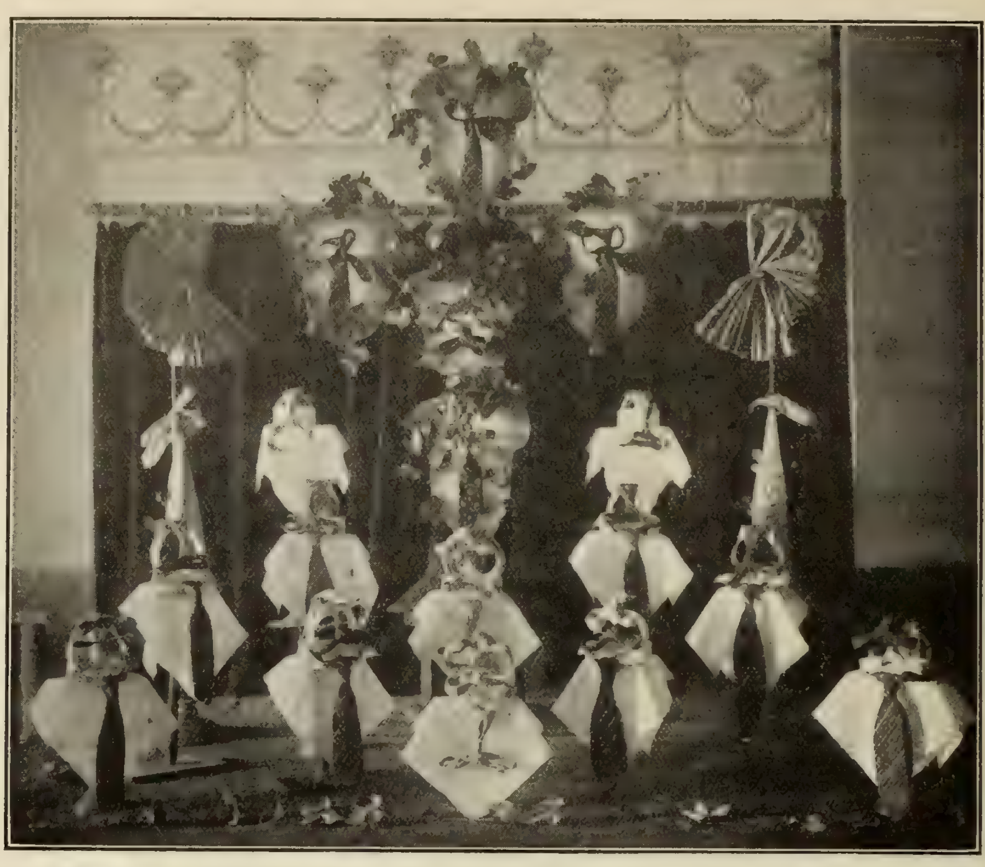
are aware of the prejudice against this, especially in the smaller towns. It is a safe venture to follow the efforts of successful men. Successful merchants have used price tickets both in the window and in the store. It will pay you if it pays them, and it pays them. In the Tab Dress Window, even though the price be uniform, it will make a stronger display and be more effective if every garment has a small price ticket attached to it.

After the tub dress window, we suggest cleaning out your embroidery skirting. Put in the various widths and designs. 22, 27, 44-inch, etc.

Assuming that you desire to make this a "Half-price" sale, make a half-price window card, then separately ticket the price on each piece. Next time run a parasol window and clean out the odd lines that have been picked over and left. Make a uniform price, say $1.19. Set the time of the sale for 8.30, 9.00 or 9.30, or some hour that will keep the public thinking to remember the hour. It's a good advertisement to make people think about your business. Run a glove window next and clean out the odds and ends and left-overs. Get rid of them. Make the price so inducing that you will be bound to get rid of them. Remnant window of prints next. Make price 5 cents a yard and mark



Effective cards for August, the month of clearance. See article for descriptions.



Fixtures used on haberdasher stands, cane holders and pedestals. Begin by cutting out acorns from half sheet cardboard and spatter edges to round effect. Tack same to fixture and decorate with autumn leaves, then tack small strips of cardboard about ½ inch wide and 3 inches long to centre of acorn to support four-in-hands, giving a relief effect. Place fixture on small pedestal, one foot high, within a few inches of rear of window. A handkerchief is laid over haberdasher stand, with ties and collars. Two canes are placed in cane holders, with swatch of silk pleated and twisted over handle in rear of window supported on pedestal. Two loose ties are fastened to centre of canes.

—Photographed in New York for Men's Wear Review.

the number of yards on each piece. Hosiery window next, and soon you will have your "Sticky" stuff all cleaned out, and after you will find that even August is a month in which you can sell things, and you will be all ready for your new lines in the September opening. And don't forget to make a splurge for the opening.

MAKING OF CARDS.

The Tub Dress card is a dark brown card cut in oval shape and backed on to a white card. The lettering is all in white, and the outside trimming of the oval is in pale green. The all-round remnant card is a dark brown card lettered in white, and the letters and figures shaded in black. The black shading does not show in the reproduction very strongly, for the brown card photographs almost black. The Parasol card is a white one, half sheet size. The small letters are black, and the word "parasols" is in bright red with a black outline. The figures are black, shaded with a soft reduced green shade. The ornamentation on the side is done with the same green shade. The Glove card has the price mark very decided. It is white on a black ground. The lettering of Gloves is a dark red color, shaded with a pale green shading. The small letters are all black, and all the other lines same shade of green as shading on lettering. The Hosiery card is done in two tones of white on a dark brown card. You will find all these cards very effective, and we think if you try out this August scheme and use the windows and cards as suggested you will reap a splendid benefit.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

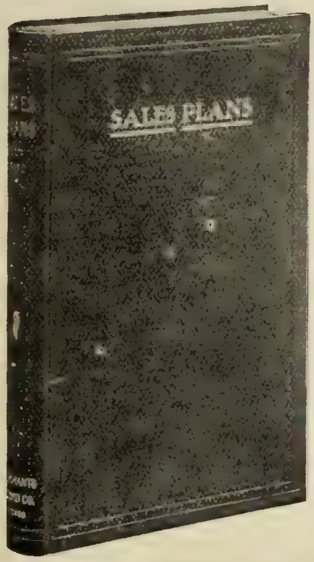
consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED

73 King St. East, - - Toronto

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

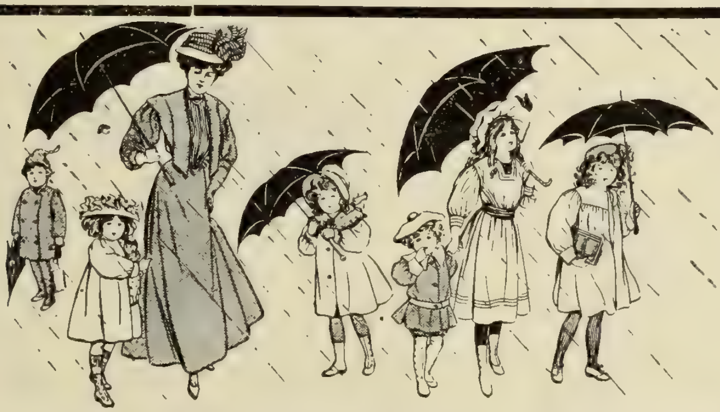
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

"KING EDWARD" SUSPENDERS

Retail 50c. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The Cravenette Co., Limited

DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.

REGᴰ TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" Cᴼ Lᵀᴰ

Facsimile of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

In talking about your goods give them identity which will enable a customer to make intelligent selection.

GOOD ADVERTISING

Leaving too much to the printer or consulting him too seldom — Overlooking the essential points in descriptions of goods — Sale advts. in which space was wasted in unnecessary display of superlative language — How merchants used two-page, one-page and half-page spreads for practically the same purpose.

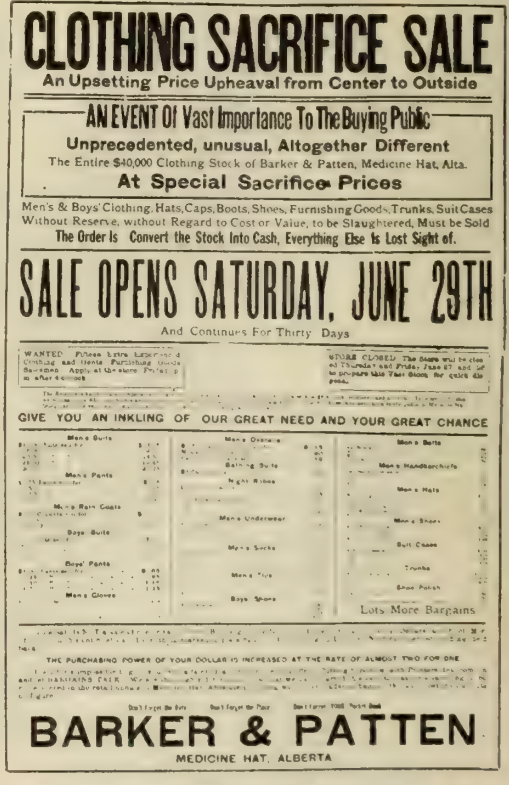
MAKING due allowance for limited facilities as regards type and other equipment of the local newspaper office, it is evident that many advertisers still adhere to a form of arrangement in their adts. which is certainly not in keeping with the most approved ideas. Whether it is that they allow the publishers to leave the setting-up of their advts. to the discretion of the compositor or whether the specimens frequently noted represent the merchant's personal ideas on the matter of type selection and arrangement, can only be conjectured. Either might be right, but in each case there is need for enlightenment and improvement.

A number of advts. reproduced here will illustrate the point. Three of them have been selected because each has to do with a special sale, and each adopts different space.

The advt. of Barker & Patten, Medicine Hat, Alberta, was a two-page spread, with the type running lengthwise of the page instead of crosswise. The event was described as an "upheaval from centre to outside" and this is only one of the superlative statements made in an introduction which consumed more than half the space. Numerous repetitions, assertions that conveyed no particular news, the use of language which gave no idea as to the details of garments offered for sale; large, heavy-faced type that it is entirely foreign to that effect so desirable in speaking of stylish clothing and footwear, give to the two-page spread the appearance of an auction sale poster.

It may be said that the advertiser has sacrificed to fireworks his opportunity to incorporate descriptions of greater interest than that contained in a meagre statement of reductions. For a thirty-day event, he has been too sparing of particular features in the stock and has selected nothing that might be calculated to bring customers, apart from a general list of figures representing bargains. The whole advt. is too general, given over too much to meaningless display, does not contain sufficient details, does not indicate that the merchant fully weighed the possibilities of a two-page spread as against the cost incurred and moreover, it is not an advt. that gives identity to the goods in order to assist the shopper. Here it is evident that the printer did as he was told and produced an ordinary sale advt. He has overlooked the fact that by his descriptions customers know the goods and are impressed by them.

In the half-page advt. of J. N. Harvey, Vancouver, it might be assumed that acting upon the



CLOTHING SACRIFICE SALE

An Upsetting Price Upheaval from Center to Outside

AN EVENT Of Vast Importance To The Buying Public

Unprecedented, unusual, Altogether Different

The Entire $40,000 Clothing Stock of Barker & Patten, Medicine Hat, Alta.

At Special Sacrifice Prices

Men's & Boys' Clothing, Hats, Caps, Boots, Shoes, Furnishing Goods, Trunks, Suit Cases Without Reserve, without Regard to Cost or Value, to be Slaughtered, Must be Sold

The Order Is Convert the Stock Into Cash, Everything Else Is Lost Sight of.

SALE OPENS SATURDAY, JUNE 29TH

And Continues For Thirty Days

WANTED Fifteen Extra Experienced Clothing and Gents Furnishing Goods Salesmen. Apply at the store Friday p. m. after 4 o'clock

STORE CLOSED The Store will be closed Thursday and Friday, June 27 and 28 to prepare this Vast Stock for quick disposal.

GIVE YOU AN INKLING OF OUR GREAT NEED AND YOUR GREAT CHANCE

Men's Suits

Men's Pants

Men's Rain Coats

Boys' Suits

Boys' Pants

Men's Gloves

Men's Overalls

Bathing Suits

Night Robes

Men's Underwear

Men's Socks

Men's Ties

Boys' Shoes

Men's Belts

Men's Handkerchiefs

Men's Hats

Men's Shoes

Suit Cases

Trunks

Shoe Polish

Lots More Bargains

THE PURCHASING POWER OF YOUR DOLLAR IS INCREASED AT THE RATE OF ALMOST TWO FOR ONE

Don't Forget the Date Don't Forget the Place

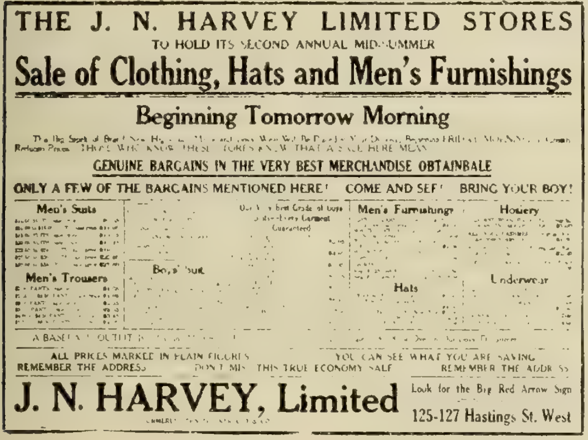
BARKER & PATTEN

MEDICINE HAT, ALBERTA

Two pages were used for this advt. The writer has been too sparing of his actual news. As much real information could have been placed in one page.

merchant's instructions, the printer tried to emphasize every statement by putting it in heavy type and by using several different kinds. If such were his instructions from the merchant, he should have devised a much better plan to gain the desired effect —the adoption of a uniform series of type, in order to avoid that jumbled-up appearance that always results where ill-judged variety is followed. Nevertheless this advt. contains quite as much information as did the two-page spread previously described. Here, again, there are statements that contain practically the same thought. People whose attentions are arrested by an advt. appreciate it because of its brightness, its news, the array of facts which convince them that this is another article is desirable. Advertising is salesmanship, and salesmanship does not employ senseless force, but skilfully presents information with reference to the goods in order to bring about satisfied selection. That is the idea which should enter into every advertisement which discusses the goods in a direct way.

The New Clothing Store, Port Arthur, adopts a one-page space for a "great opening sale," and has done it in a way that is an improvement on the other two. There is, however, no attempt at originality in the layout and it is open to question whether it is advisable to emphasize over strongly an opening that it is going to be a "bargain feast" or that the store's ambition is to sell "high grade clothing at very low figures." This is the kind of appeal which often fixes the level of a store, and decides a certain section of the trade to withhold its patronage. In other words it does not always appeal to the exclusive and more profitable trade. The tendency to devote more space than is warranted to unnecessary explanations is also apparent in this advt. One great fault with many advts., particularly in small places, is to give too much attention to obvious matters, while those upon which the people need the news are ignored or taken for granted. A merchant should address his customers, through his advt., in much the same manner as a skilful salesman would present the merits of an article.



THE J. N. HARVEY LIMITED STORES

TO HOLD ITS SECOND ANNUAL MID-SUMMER

Sale of Clothing, Hats and Men's Furnishings

Beginning Tomorrow Morning

GENUINE BARGAINS IN THE VERY BEST MERCHANDISE OBTAINBALE

ONLY A FEW OF THE BARGAINS MENTIONED HERE! COME AND SEE! BRING YOUR BOY!

Men's Suits

Men's Trousers

Boys' Suits

Men's Furnishings

Hosiery

Hats

Underwear

ALL PRICES MARKED IN PLAIN FIGURES

YOU CAN SEE WHAT YOU ARE SAVING

REMEMBER THE ADDRESS

DON'T MISS THIS TRUE ECONOMY SALE

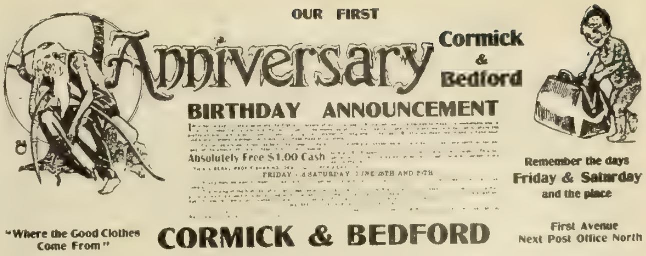
REMEMBER THE ADDRESS

J. N. HARVEY, Limited

Look for the Big Red Arrow Sign

125-127 Hastings St. West

J. N. Harvey have here got as much news in a half-page as other advertisers have in two pages, and even at that some economy was possible.



OUR FIRST

Anniversary

Cormick & Bedford

BIRTHDAY ANNOUNCEMENT

Absolutely Free $1.00 Cash

FRIDAY & SATURDAY JUNE 28TH AND 29TH

Remember the days

Friday & Saturday

and the place

"Where the Good Clothes Come From"

CORMICK & BEDFORD

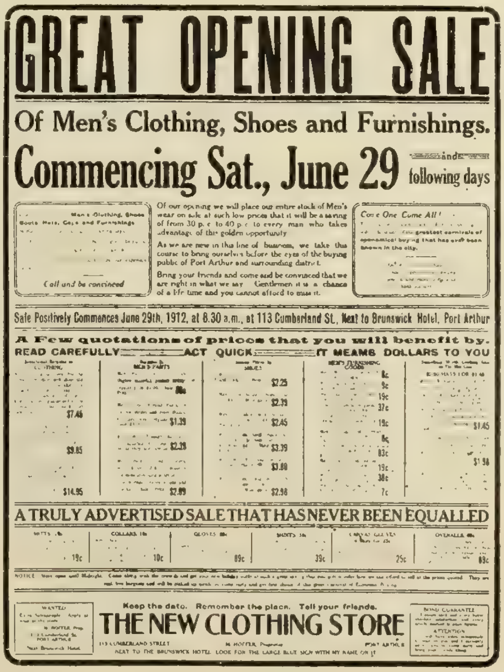
First Avenue

Next Post Office North

Heading cut used is hardly appropriate for a mid-summer anniversary and is a trifle large for an advertisement. Six inches deep

Summing up the three advts. it may be said that the information which any one of these advts. contains could be placed in one-quarter page with sufficient display to catch the eyes of the people who read the local papers regularly and thoroughly.

The anniversary announcement of Cormick & Bedford, Saskatoon, is at fault in that the cut or heading is too large for the space used, and the design would be more appropriate for a New Year event. The type containing the details is too small and massy. More white space at the bottom would have improved the appearance of this advt. Another criticism that might be pointed to is that the information with reference to articles to be given away is allowed to overshadow the news with reference to merchandising features of the event, but this fault has probably been remedied in subsequent advts. This is only a curtain raiser, and with more uniformity in spacing, the appearance of the advt. would have been much improved.



GREAT OPENING SALE

Of Men's Clothing, Shoes and Furnishings.

Commencing Sat., June 29 and following days

Men's Clothing, Shoes, Boots, Hats, Caps and Furnishings

Call and be convinced

Of our opening we will place our entire stock of Men's wear on sale at such low prices that it will be a saving of from 30 p.c. to 40 p.c. to every man who takes advantage of this golden opportunity.

As we are new in this line of business, we take this course to bring ourselves before the eyes of the buying public of Port Arthur and surrounding district.

Bring your friends and come and be convinced that we are right in what we say. Gentlemen it is a chance of a life time and you cannot afford to miss it.

Come One Come All!

the greatest carnivals of economical buying that has ever been known in the city.

Sale Positively Commences June 29th, 1912, at 8.30 a.m., at 113 Cumberland St., Next to Brunswick Hotel, Port Arthur

A Few quotations of prices that you will benefit by.

READ CAREFULLY ACT QUICK IT MEANS DOLLARS TO YOU

A TRULY ADVERTISED SALE THAT HAS NEVER BEEN EQUALLED

Keep the date. Remember the place. Tell your friends.

THE NEW CLOTHING STORE

113 CUMBERLAND STREET

PORT ARTHUR

NEXT TO THE BRUNSWICK HOTEL. LOOK FOR THE LARGE BLUE SIGN WITH MY NAME ON IT

Altho' somewhat stereotyped in appearance this advt. shows greater appreciation of news values than the other two. Too much space is devoted to unnecessary statements.

How Merchants Move Summer Stock

Advertising from many towns and cities show wide-awake merchandising methods — Stores are busy cleaning up on the season's lines in order to prepare for good Fall getaway.

Livingston's, Kingston, have been holding a "20 per cent. off Discount Sale" to last four days, on men's suits, trousers and boys' suits

• • •

"The comfortable feeling and the well-dressed look go with every man's serge suit to be found in this store. It is also comforting for a man to know that a store which sets a serious value upon its promises could not regularly sell these men's suits at $15 and $18 for lower prices and guarantee them as confidently and as fully." This is the manner in which the Regina Trading Co. strikes the note of sincerity in its advertising.

• • •

"Individuality of style, integrity in tailoring, studied skill in selecting weaves and patterns and guaranteed values, have made this store the correct place to buy ordered clothing."—Extract from advt. of "Suits to Suit the Season," by Thos. Wilson, Brampton.

• • •

J. L. Boyes, Napanee, makes use of another branch of his business by advertising in his men's wear advt. that if people "want any information about railroad or steamboat rates, drop us a card and you will get a reply by first mail."

• • •

One day before July 12, Bibby's Limited, Kingston, advertised "True Blue Suits," presumably not with any intention of appealing especially to men preparing to celebrate the 12th, but to press home the point that "these suits have the distinctiveness and character of custom-made clothes because they've gone through the same painstaking process of production."

• • •

Kennedy's, Halifax, announced a "Stock Reducing and Money-raising Sale," July 10, in which men's suits were marked down from $14 to $11.20; $12 to $9.60; $8.00 to $6.40; boys' suits from $2 and $2.25 to $1.67; men's English worsted trousers, at $3.50 to $5.00 were reduced to $2.49 and $3.90.

C. W. Detenbeck, Oshawa, is installing a new front in his store, and this explains a ten-day alteration sale, which, the advt. states, is the "Greatest Selling Event in History." The lists include "10 great bargains," as "Extra Specials." Some of the items are boys' suits worth up to $3.50 for 98 cents; men's suits, two and three-piece, for $1.98; straw hats up to $2 for 25 cents; men's suits worth up to $20 for $10. Other Oshawa stores announce their midsummer clearance sales. Business should be brisk in Oshawa if customers have half the enthusiasm that is indicated on the part of merchants in their advertising.

• • •

Chapples, Limited, Fort William, ran a quarter-page advertisement soliciting the vote and influence of the ladies on behalf of industrial by-laws. They gave this as the reason:—"Because (and we say it frankly) it will not only mean increased business for us and for all our city stores, but it will also mean much for you. An industrial city is a city of opportunity for boys and girls. and they are your first consideration. Big industry needs big business men, brawny men and the men of to-morrow are the boys of to-day." This is the kind of boosting that appeals to everybody, and is never out of place coming from a merchant.

* * *

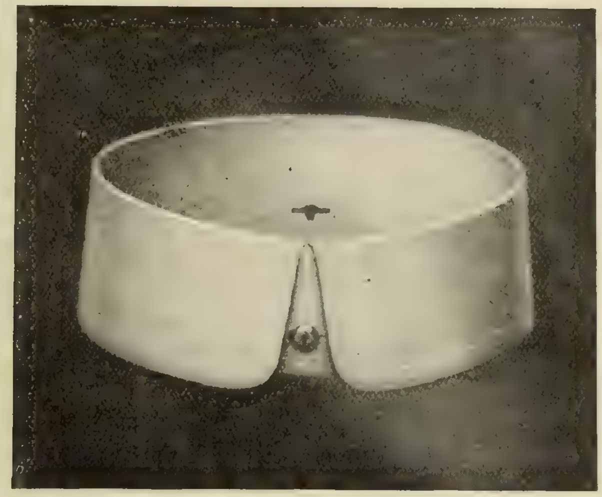
R. H. & J. Dowler, Ltd., St. Thomas, have been holding their "Great Semi-Annual Sale," supplemented by an "enormous purchase of the 'overmakes' a few weeks ago of two of Canada's best clothing factories." In this sale there are "four big suit leaders," $4.80, $3.90, $6.80 and $9.60, and 100 prs. men's strong tweed trousers are offered at 79 cents.

* * *

David Spencer, Limited, Vancouver, recently placed on sale 6,000 men's ties at 25 cents, and featured a window containing 175 dozen.

* * *

"Last two days of Great Livewire Sale will be Hummers." This is a heading used by Fitzpatrick & O'Connell, Victoria, B.C., in connection with an event in which "inroads" on regular values in men's suits are announced.



"Though you have tried various kinds of waterproof collars, you have yet to find the equal of

CHALLENGE COLLARS

They are the favourites everywhere.

Our Rubber Brand at $1.80 dozen, and our Pyralin Brand at $1.50 doz. are quarter as heavy again as higher priced lines of other makes. We make an Outdoor Brand, linen finish at $1.25 doz.

SEND FOR SAMPLES

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

"BEAVER BRAND" Knit Goods

Embody Quality and Style

R. M. BALLANTINE, Limited
Manufacturers of Beaver Brand Knit Goods
STRATFORD, ONTARIO

What Would You Do in Absence of Boss?

Question submitted to salesmen — Majority state that they would buy provided their best judgment gave them confidence in line submitted — Would confer with other employees — Push the line vigorously on its arrival — Salesmen describe their experiences.

TO what extent should an employer, about to be absent from the store for some time, repose buying responsibility with those he leaves in charge? That was the question asked in the Review's last salesmanship competition.

To sum up the opinions expressed in replies received, the man left in charge would buy when his best judgment told him he should, and should the goods actually arrive before the boss returned, he would do his utmost to justify his action.

An employee left thus in charge of a store, and confronted by a proposition of this kind, has to decide a number of things. He asks himself:—Have we had any experience with this line and how did it sell? If it is a novelty, am I confident that it would sell? If it is to be confined, would it give our opposition any advantage? How does it appeal to other members of the staff? Is it in line with the most approved styles? What does the traveling salesman say about it?

If the employee can satisfy himself on these points, there is every reason to believe that decision to purchase will be fully justified by results. It is a problem that will tolerate no exercise of authority, merely for the sake of exercising it, but one that demands cool-headed consideration; one that, in most cases, should not be decided upon without conferring with other members of the staff likely to be as well posted as himself in the requirements of the store's customers.

Four replies have been selected for publication:—K. M. Stephen, Grimsby; J. A. McKeenan, Glomis; W. C. Forman, Ingersoll; and "W. J. M."

* * *

K. M. Stephen's reply:—"A few years ago, I had charge of the office in a western store and during the absence of the proprietor had also the overseeing of the different departments, each of which was in charge of a competent man. The proprietor had occasion to be away for some time, and left instructions that during his absence nothing was to be bought outside of the grocery department. A traveler called with a line of boys' shoes, which were exceptionally good value and as some were required, the manager of the department asked my opinion. We decided to give the order, and had the salesman write across the face of it, 'Do not ship until confirmed by Mr. ———.'

"Before the boss returned, we found it advisable to place other orders in the same way, as we were a long way from the market, and I believe each one was confirmed on the boss' return and turned out satisfactory to all concerned. I think, however, great care should be exercised in cases of this kind, as it would be very easy to buy too much in view of the fact that the goods would not be shipped until order was confirmed, and then in paring down the order some of the better lines might be cancelled. I have found it best to buy only lines and quantities actually required and then let the original order stand."

* * *

J. A. McKeenan's opinion:—"Let us suppose the boss is going away for a trip of one month's time. He says to his head clerk, 'Harry, I am going away next week for a while, and I am leaving you as manager.'

"He then proceeds to give a few instructions as to how he would like him to look after his business in his absence, and most particularly the purchasing of new goods. He says:—'Well, Harry, I have stocked up well in every line and only buy what you need for sorting.'

"A few days after the merchant has gone, a whitewear traveler comes along and asks you if you will not come and have a look at his line as he is sure that he has the most up-to-date goods you have seen and at twenty-five per cent. cheaper than can be bought elsewhere. Well, you answer that the proprietor is away and you are not going to buy anything; that it would be wasting his time, and you think you have all you require at present. Now, after talking a while the traveler convinces you that you should have a look at his line. After doing so you are confident that he has some stuff you should have, at a price you could make a good profit on, and also help to draw trade which will help to dispose of your other whitewear but will not purchase on account of the boss telling you to buy just what sorting you need. The result is you do not buy. What would you do? I would buy everything I thought up to the mark in style and at right price.

"If you don't use your own judgment when the boss is away, how can you expect it to be used when he is at home?"

* * *

W. C. Forman:—Often the boss thinks he knows the requirements of his customers better than any of his salespeople, and if he is a wise man, and keeps in close touch with his salespeople, his customers, the traveling men, the wholesale men, and his trade papers, his experience and his matured judgment ought to make him at least the equal, possibly the superior, of any in buying for his trade. But he should not forget that capable and discerning salespeople who are coming in direct contact day by day with the people who buy and use the goods he sells, should be able to form a very correct judgment of the requirements of his business; and it would be wisdom on his part to gain and make use of the knowledge thus obtained, by consulting with his employees from time to time as to the best selling colors, styles, and qualities, as well as to the quantities required by his trade. It would be well to give his employees his own ideas in reference to these matters and keep them posted as to values, thereby training them how to buy, and enabling them to look after the best interests of his business during his absence.

Having defined what we thing are the ideal relationships which should exist between employer and employee, we have no hesitancy in stating what to do in the temporary absence of the boss, and think the wise owner of a business should have it fully understood as to who should take the responsibility in his absense, and as to how his plans should be best carried out.

A traveler calls and asks for the proprietor. When told that he is away from home he says "I am sorry for that, as I have a special line of one of the very newest and best things on the market and I place it with only one merchant in a town of this size. I had thought he would be the best man to take it up. Is there any one in charge who can do the buying in his absence?"

"Yes, I would at once say, "bring in your samples and I'll look them over and hear your proposition."

When the samples were presented and the proposition stated, I would examine the goods carefully and consider if they would be a good line for us to handle, or if it would be wise to let it go to our competitors. If I had any doubt I would confer with some of the other employees, if we decided favorably I would get the very closest price for the quantity I thought we could handle, find out how soon it could be delivered, get the best terms, datings and discounts, then if possible to have it confined to us for a smaller quantity, I would seek to buy the smallest quantity suitable for our trade with the privilege of increasing it later and thereby gain an advantage which might accrue to us through the purchase of the larger quatity. I would give my order and get a copy of order with full particulars stated. If it was a seasonable line and ready for prompt delivery and I thought it wise to have them come on at once, I would so order them, and if they arrived before the return of the boss, I would have them opened at once, make a display in the window and in the store, having up-to-date showcards with the displays calling attention to their newness or some other excellence, and stating their price; then I would advertise them in the papers, and get the co-operation of my fellow-employees and introduce them to customers who called at the store and endeavor to prove by results that we had done wisely in the absence of the boss.

* * *

W. J. M.:—It is with great pleasure that I take up the "Men's Wear Review" to read the valuable information which it contains. With no less pleasure do I give my views on a subject which it brings up for discussion, as I hope I may be of some value in aiding this instructor in its good work.

With regard to the question "What would you do in the absence of the boss?", let me explain as below.

My boss was one of those described in the problem—he was paying for the goods and felt he should decide how his money was spent. To-day he is not so much so.

The first year or so I worked for him he would not give me permission to order anything without his seeing the article and being quite satisfied with same. In many cases I helped him choose goods.

He wished to increase his business, but could do little in the town where he was. After I had been with him about fourteen months steady, (I worked for him out of school hours, for more than a year), he opened a branch store in a nearby town, and placed me there as manager of same.

I was only nineteen years of age at the time and too much responsibility could not be placed upon me, but I had to do some of the ordering. He used to confirm the orders upon receipt of copy at first, but later I took more of the responsibility to myself.

When a traveler came along with goods which I felt were what we should have, I ordered, but carefully, deciding to run the risk myself in case I made a wrong purchase.

After the goods arrived, I would get busy and try my best to push them, and as one success followed another, I became more confident of my ability to buy; so did my boss.

Let me mention one of my successes:—Several young men inquired about outing shirts with lounge collars; we had none. I wrote the shirt firm for a few as samples. They sent three shirts, which I received on Friday. Saturday I got out in the quiet part of the day and urged orders. When I closed the store Saturday night I had the three sold and orders for two dozen more. I sold as many of those shirts in three months as my boss did of all kinds at the main store.

Having closed that branch store to open in a newer town with better prospects, my boss has placed me as manager of the main store while he oversees the construction and opening of his new store, which I may manage when opened.

CLOTHING FOR MEN AND BOYS

Warm weather gives long-expected swing to the season — Fall outlook now more promising — Advance in worsted prices predicted — Buyer's comparison of London and American styles — Raglan will be strong feature in Fall overcoats — The boys' department.

THE kind of weather that the clothing merchant had been waiting for arrived with July, and it gave an impetus to Summer lines in every department of men's wear. Buyers were not in a very receptive mood as regards Fall placing, and manufacturers' reports in some cases were not very encouraging.

PROSPECT IS BRIGHTER.

Now that the Summer swing has developed and there is more occasion for optimism, Fall lines are being more seriously considered, and the bulk of business will undoubtedly average up well. It is evident that browns, blues and greys in neat patterns are being received with exceptional favor, and while this fact has been commented upon before, it is the more important when it is considered that Spring business will be shaped upon this trend. In fact there are authorities who declare that tans will have a run next season and that plain colors will share largely in the favor for neat conservative patterns. At the present time, an increasing demand for plain brown serges is reported, while the run on blues has been extraordinary.

BUYERS' COMPARISONS.

A prominent woolen buyer who has just returned from the Old Country comments upon conditions there. He states that in the woolen districts industrial handicaps due to labor, fuel and other problems, are not so serious as some would suppose, and that, as far as deliveries are concerned, his house had not yet been held up on a single order. Larger purchases than last year were being made, the turnover was larger, but no delivery problem had as yet developed. An advance in prices on worsteds was predicted, as the result of increased expense in manufacturing.

With regard to styles, as he had observed them in London and had been able to make comparisons, he pointed out that, in his opinion, an equalizing process was at work which tended to wipe out any striking differences between English and American styles. He had seen no style features, among smartly dressed people, that could not be regarded as quite as representative of the best Canadian or American types as of the English houses in which they were made. They contained nothing extreme and in every sense, demonstrated that good taste in dress which is so characteristic of London's best. But while striking style differences were disappearing, this buyer stated that as a pace-setter London had those essentials—royalty, a brilliant society representative of many countries, a tradition in things sartorial that attracts all authorities for permanency of position. These things give London a place of distinct advantage, and while men's styles would still originate there, their adoption in other parts of the world would become so spontaneous as to eliminate striking differences.

CHINCHILLAS SELLING WELL.

While the demand for cloths that are more adapted to the Chesterfield type of overcoat, meltons and beavers among them has become increasingly notable, the run on fabrics for Ulster overcoatings has been maintained. Sample books show that chinchillas of the finer variety have been selling quite strongly, and all of the spongy rough-faced fabrics are still regarded with favor. In overcoatings as in suitings there is a marked inclination towards quiet and solid effects. Many patterns are small and in fact almost delicate in many instances. One sample noted had a ground in two-tone blue, with a tiny fleck, hardly discernible in lighter shade.

The raglan shoulder will undoubtedly be a feature of the Fall overcoatings. Special order houses state that they are anticipating a large business in that style, and in ready-to-wear it will also be a seller.

The warm weather has caused good business in the boys' department. Galateas, linens, light serges in striped effect, and the many other popular materials have been moving briskly. For Fall, boys' clothing is following more closely than ever the style features shown in men's lines.

◆

Maybee-Kennedy, Limited, Moose Jaw, feature pay-day specials Saturday and Monday. Work shirts, regular $1.00 and $1.25 at 70 cents; odd pants, $3 to $3.75 at $2.50; police braces 35c at 25 cents; black and tan boots, $4.50 to $5.00 values at $3.85, were items featured for this purpose on July 12.

The unique feature of this clothing display is the floor, which is covered with gingham in black and white pattern.

—Photographed in New York for Men's Wear Review.

Advantage of Semi-Annual Stock-taking

Divides stock into summer and winter lines — Places the buyer in better position for next season's buying — Brings all odds and ends to the front — Sums up half year's business.

THE advantages to be gained by a midsummer or semi-annual stock-taking are many. In the first place it divides the stock into Summer and Winter lines—one season goods that must be sold in their season or be carried over until the next year. Spring and Fall lines, such as topcoats, raincoats, gloves, caps, etc., might be termed two season goods about equally saleable in either season.

The bulk of profitable Summer business is done by August 1st, and the manager or buyer who has a stock-taking in mind for that date realizes that all lines of Summer goods must show active selling before the end of July or appear heavy on the stock books. The ever increasing change of styles in men's wear makes it desirable that as little as possible be carried over, as for instance, the change this season in underwear from "two-piece" to "combinations" and the largely increased demand for "outing shirt" and "soft collars."

A midsummer stock-taking places the buyer in better position for next season's buying, as it shows the sum total of each line "left over" on August 1st—the good sellers, lines sold at good profit are more easily kept track of, than if left until buying time in Fall or Winter comes around again, and some lines may have been forced out in sales at little or no profit. By referring to the stock book August 1st the buyer can see at a glance the condition of his stock in the "profit-bearing" season. It also has a tendency to check over-buying in re-ordering as each buyer or department manager will be anxious to make good by having his stock as low as possible before listing begins.

Stock-taking brings to the front all "odds" and "ends" that are bound to accumulate unless pressure is brought to bear on the clearing out of same by a certain date. It also keeps the entire sales force more in touch with the different stocks.

A semi-annual or midsummer stock-taking makes a good subject for a clearing sale of all Summer lines.

The clerks will warm up to a sale of this kind more than usual as everyone will have the one object in mind—the reducing of stock by a certain date.

It also makes a good reason for putting a little extra pressure on collections by a certain date without hurting the feelings of your credit customer as everyone nowadays knows that stock-taking means, a "summing" up of the season's or half year's business.

Show windows utilizing Japanese parasols, fans and lanterns for display. The walking canes are of bamboo, in harmony with the remainder of the setting. Such a setting suggests coolness.

Campaign for Better Windows

Merchants of Dayton found that display contest aroused great interest — Windows were made more efficient.

The organization of a Retail Merchants' Bureau of the Chamber of Commerce, Dayton, Ohio, has been followed up by the adoption of practical ways and means of bettering trade conditions and securing more business. At a recent meeting the power of the show window as a business producer was brought out by several speakers and it was agreed that, aside from intelligent co-operation in suppression of various trade abuses, the retailers would derive more practical benefits from improved show windows than through any other means. Dayton windows are good as a rule, but it was felt that there was some room for improvement. In connection with this idea, the National Cash Register Co. offered $500 in prizes for the best window displays as an incentive to added effort in that line. S. B. Van Horn, head of the Window Advertising Department of the N. C. R., was given charge of the contest and his organization joined forces with the executive committee of the retail merchants in carrying out the plans.

The windows were classified as follows:—1. Best display in business centre, window 32 squ. feet or less, department stores barred. 2. Best display in business centre, window more than 32 squ. feet, department stores barred. 3. Best department store window in Dayton. 4. Best mechanical window in Dayton. 5. Best display in window outside of business centre measuring 32 feet or less, department stores barred. 6. Best display outside of business centre, window more than 32 sq. feet, department stores barred. Prizes ranged as high as $75, and there were none lower than $10.

First prize window in class 3. Men's wear display by Ricke-Kumler Co., Dayton, Ohio.

The contest was a great success. Every window was spruced up. There were better trimmed and more efficient windows than before. It re-aroused interest among merchants, large and small, who had grown careless in the matter of display. Many original ideas were introduced. More than 250 windows were entered.

The idea is one that could be used with profit in any fair-sized city. The prize money might be raised by the local merchants' association, and with proper publicity it would undoubtedly prove of practical benefit. The buying public would be attracted to the windows by the contest. It is therefore a good advertising scheme, for if merchants will get together and start a systematic campaign for better window displays, it should bring additional trade to their cities. Start it with a window contest to arouse public interest and then keep up the good work.

◆

The Use and Abuse of Holidays

The custom of employers giving holidays to staff members has become more general of late years. This is as it should be, for it is in the interests of both employer and employe that the latter should have an opportunity to rest for a certain period each year, and thus recuperate his powers. The employer who looks at the matter in that light will be quite willing to give each member of his staff the privilege of an annual rest.

The fact should not be lost sight of, however, that the granting of holidays is intended for mutual benefit, and that the employer must benefit quite as much as the employe. The former gives the holiday in order that the latter may return to work with renewed vigor and a keener interest, and with faculties sharpened to the point of highest efficiency by the rest and relaxation. The employer is entitled to this share of the benefit.

The employe benefits doublefold from opportunity to rest from work. He probably needs the rest in the first place. In the second place, he is afforded an opportunity to improve his own usefulness for the following year. A holiday well spent sends a man back to work with higher ambition to advance himself.

This is the real use of holidays. The abuse consists in utilizing the time of rest to plunge into a continuous round of riotous gaiety—excursions, all night trips, fatiguing pleasures, cramming the largest possible measure of excitement and strenuous exertion into the time allowed. The sequel to such a holiday is that the employe returns to work jaded, more tired than when he left, lacking in ambition, initiative and the desire to promote his own and his employer's interests. This form of holiday abuse is very common, unfortunately. It is foolish, unfair and detrimental to the interests of all concerned.

◆

George W. Chapman, formerly with the Hales-Rutherford Co., men's outfitters, Galt, has taken a position with the Lowndes Tailoring Co., Toronto. His successor is J. Roy Near, of Toronto.

All Ads. in Proportion

With the object of securing more attractive make-up for newspaper pages and better layouts for newspaper ads., the Rochester Ad. Club has been studying the problem of advt. proportion in relation to page dimension. Another object is to give every advertiser the same advantage of position next to reading matter. In conformity with this idea the Rochester papers have been observing the following rules:

Advertisements which contain less than 84 lines to be set in one column.

Two-column ads must be 42 lines or three inches in depth.

Three-column ads must be 140 lines or ten inches in depth.

Four-column ads must be 168 lines or twelve inches in depth.

Five-column ads must be 196 lines or fourteen inches in depth.

Advertisements containing 1,470 or more lines to be set in seven-column measure.

Largest advertisements on odd-numbered page to be placed at the right hand side of page.

Largest advertisements on even-numbered page to be placed at the left hand side of page.

No "island" position, nor portion giving reading matter on three sides.

All advertisements of equal width to be placed in the same column on either side of the page. The largest advertisement to be placed nearest the top of the page, provided smaller advertiser does not desire to pay additional for position. This charge is to be fixed by the newspaper in which the advertisement appears.

All advertisements, irrespective of width, shall be dropped from the top of the page, if less than 21 ins.

Under this plan all advertisements will be placed next to reading matter in all papers.

The entire plan is built on the width of the advertisement in proportion to its depth, with the result that:

All two-column ads will measure not less than 42 lines in depth.

All three-column ads will measure not less than 140 lines in depth.

All four-column ads will measure not less than 168 lines in depth, making "four halves" impossible.

Six-column-wide ads, any depth, and seven-columns-wide ads, one-half column in depth, would be impossible.

All newspapers would be "made up" from the bottom.

ALWAYS
IN DEMAND

Whether in Winter or Summer, in a small or large town, there is always a demand for boys' clothing that has won such a reputation as has

LION
BRAND
BLOOMERS

BOYS
LION
BRAND
CLOTHING

They are worn by boys everywhere because of the satisfaction they give.

Write for samples and get the boys' clothing business of your town.

THE JACKSON MFG. CO.
CLINTON
Factories: Clinton, Goderich, Exeter

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pall-bearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.

C.W.T. A. Contests Close August 1

WINDOW Trimmers and Cardwriters who intend entering examples of their work for competition in the various classes at the C. W. T. A. Convention, August 21-23, should bear in mind that entries close August 1st, and that photos and cards should be in the hands of the Secretary as soon thereafter as possible, in order that classes may be arranged to facilitate work of judges.

Address Secretary C.W.T. A., 143 University Ave., Toronto

Canadian Converters to Pay Dividend

As forecasted in the Dry Goods Review, the Canadian Converters Limited, Montreal, at their monthly meeting, July 10th, declared a dividend of one per cent. for the quarter, payable August 15 to shareholders of record July 31st. The decision to resume dividends discontinued since the last quarter of 1908, was based on the present satisfactory earnings of the company and the prospects that the improvement will continue.

W. G. R. Gordon, general manager of the company, stated after the meeting that sales to date showed a big increase over sales in the corresponding period of last year, while orders on hand are 100 per cent. ahead of last year's. The improvement in the latter respect has been well maintained since the beginning of the company's fiscal year on May 1st, orders then as now being practically double those on hand at the beginning of 1911-12.

Prices are also good, and not the least important factor in the present situation are the labor conditions, as affecting the company, which are better now than they have been at any time within the last three years. The dividend is being resumed on the same basis as when it was discontinued, namely 1 per cent. quarterly. The last dividend paid by the company was in November, 1908.

From C. L. Brown, with McLaughlin's, Men's and Boys' Outfitters, Amherst, N.S., to the Secretary of the C.W.T.A.—"You can plan on me being with you all at the Canadian Window Trimmers' Convention, as I have my holidays planned then and if all goes well in the store, will leave here either the 19th or 20th. Am trying to get some other boys to take the convention in, but may not succeed. Here's to a successful convention."

◆

How Merchants are Moving Men's Wear

"Your own idea of what a suit should be at half your idea of the price!" is the announcement made by Cuming & Co., Victoria, B.C., in connection with an advertising plan which they say they recently inaugurated by offering their stock of suits at half price.

◆

The A. K. Britton Co., London, manufacturers of men's furnishings, will, it is reported, establish a factory in Brantford to employ 100 hands. The company is being reorganized with a capital stock of $100,000, a considerable portion of which is being subscribed locally.

* * *

The story is told of a New Haven man who motored to Danbury, Conn., to buy one of the famous Danbury hats. The joke was on him when, shortly afterwards, he noticed inside the hat the legend, "Made in England." Now the Americans are pointing out that the country which helps build up foreign industry is encouraging a habit which will be sure to revert to the disadvantage of that country. Commenting on this practice of patronizing foreign competitive lines in the face of high standards of development in home manufacture, the Hatman, an American publication, has this to say:

"It does not take a professor of Political Economy to understand that any movement which has for its effect the building up of a foreign country at the expense of home industry will react on the nation of its origin. Every dollars' worth of merchandise that can be produced in this country that is replaced by imported goods is a blow at the prosperity of the nation. The inevitable result of a continuance of the encouragement of foreign enterprise at the expense of home production is eventual disaster so far reaching as to include in the crash even the smallest local dealer.

"The English understand these things better. Their patriotism is so practical that it includes a lively prejudice in favor of home-made articles of every description, and at the same time they are smart enough to take full advantage of the average American's provincial preference for anything of foreign origin."

Every Ambitious Merchant

SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

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CONDENSED ADVERTISEMENTS

AGENTS WANTED

AGENT WANTED—TO SELL THE WELL-known Skeldon blankets on commission, in Newfoundland, Nova Scotia and New Brunswick. Miller & Porteous, Skeldon Mills, Ayrshire, Scotland. (2)

AGENT WANTED BY A WELL-KNOWN Scotch blanket manufacturer to sell for them on commission in British Columbia. An established position in business is necessary, and one locally resident would be preferred. Box 89, Dry Goods Review, 88 Fleet Street, London, England. (1)

FOR SALE

FOR SALE—NEW GENERAL STOCK, WITH new 2-storey cement block store, in a village; sales $15,000 yearly, can be easily increased. Post office and telegraph office in store, also telephone connection. Apply Box 33, Amherstburg, Ont. (1)

WANTED—A SALESMAN

WANTED—A SALESMAN FOR MONTREAL with good connections among dry goods retailers in Provinces Quebec and Ontario. Must be gentlemanlike. A1 in every respect, and speak both languages. A gentleman that has served with a wholesaler of the line preferred. Only applications containing complete record of former positions and salary required will be considered. Apply care Dry Goods Review, Montreal, Box 8. (3)

Do You Want to Buy Something That You do Not Know Where to Get?

EVERY month The Review receives letters from subscribers stating that they are in the market for certain goods, but that they do not know where they can be procured.

They ask us if we can tell them from what source they can procure the wanted articles. This is a service we render cheerfully.

When you become a subscriber to The Review this service is part of what you buy.

We have facilities for procuring information about new goods, novelty lines, articles not usually sold in dry goods stores but occasionally asked for, etc., and these facilities are at the service of our readers.

We are glad to get these requests for information and no service could be more cheerfully rendered.

CUT OUT THE COUPON BELOW, and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE____________________191

PLEASE TELL ME WHERE I CAN BUY______________________________

NAME____

ADDRESS______________________________________

Tooke

Summer Furnishings

Canadians—your customers—have learned that Men's Furnishings bearing the familiar "TOOKE" Label can be depended on every time for maximum summer comfort and honest service.

Here's an ideal outfit for summer wear—display it as a unit in your window and you'll find it most effective:—

A Tooke Soft Shirt, in cool Percale or Zephyr, or rich Wool Taffeta, with soft French Cuffs—

Tooke Soft Collar, in figured Pique or fine hair-lined Silk—

Tooke Tie in Wash Fabric of dainty white, or figured Crepe de Chine, or a long, narrow Four-in-hand of Tooke's Original Bengaline or Crepe de Faille—

Two-piece or Combination Suit of Tooke Underwear, or of one of the standard brands of Balbriggan which we handle—

Pair of light "Kady" or Invisible Suspenders—

A Tooke "Tongueless" Belt—

A selection from our wide range of Silk, Cashmere and Cotton Hose, in color to harmonize with Shirt and Tie, and—

A pair of Boston Sun, Paris or "Midget" Garters.

We are in excellent position to fill Sorting Orders in any of these lines.

TOOKE BROS., LIMITED, MONTREAL

MANUFACTURERS OF SHIRTS, COLLARS AND NECKWEAR AND IMPORTERS OF MEN'S FURNISHINGS

WINNIPEG WAREHOUSE - - 91 ALBERT STREET

VOL. 2 No. 8

MEN'S WEAR REVIEW

AUGUST, 1912

Features in this Number

Review's Information Bureau
Men, Methods and Clothes
Windows Must Have Efficient Lighting
Would the Boss Give a Rebate?
New Store for Toronto's Exclusive Section
Good Advertising Department
Better Methods of Shading Show Cards
Retailers to Adopt Standard Stock Record
Report of the National Window Trimmers' Association
Spring Forecast on Men's Clothing
Stock Required for Store in City of 12000—See Information Bureau
Would the Boss Exchange the Suit?

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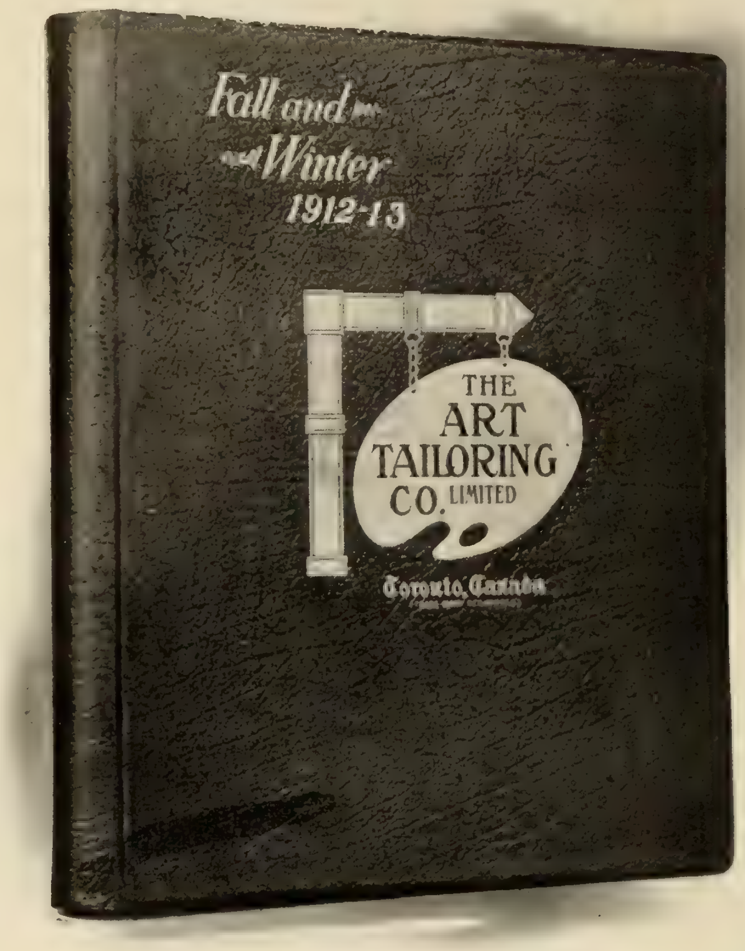


Here's *the* Book For *Big* Business

THIS VOLUME bound in fine alligator finish and lettered in gold, contains the largest range of all new Fashions and all new Samples shown by any tailoring house in Canada this season.

EACH left hand page shows 8 samples of the newest suitings from the British mills, while opposite right-hand pages illustrate in colors full length plates of 1913 Styles in *Art Clothes.*

THESE plates are shown *exclusively* in Canada by the *Art Tailoring Company, Limited.* With this big Sample Book goes a Fashion Portfolio and a set of 8 *exclusive* Style Cards—complete equipment for a *real* Tailoring Department.

A FEW OF THESE AVAILABLE FOR LIVE WIRE STORES. MAKE APPLICATION TO

The Art Tailoring Company
Toronto · LIMITED Canada

Should the Boss Exchange the Suit?

PERPLEXING exchange problems sometimes arise in the clothing end of a retail business. It is difficult for the merchant to always decide whether a customer's claim is entitled to consideration or not. On the other side, is the constant possibility of losing his patronage.

Here is a case which The Review requires merchants and salesmen to discuss through its columns. During a busy Saturday evening a father and his 15-year-old son enter the store and purchase a single-breasted blue serge suit. They are pleased with the style, fit, general appearance and the price.

Members of the staff subsequently see the boy wearing his new suit, but on the following Wednesday, he again enters the store and tries on a double-breasted coat. Shortly afterwards he returns with the first suit and wants to exchange it for a double-breasted style. The suit is badly mussed and shows evidences of wear. The salesman refuses to exchange it.

That evening, father and son go to the store and again ask for an exchange, the father being somewhat indignant. The salesman explains his attitude, but this time interviews the boss.

What course does the boss take?

How does he reply to the customer?

For replies, dealing in a helpful, practical way with the subject, The Review will pay from $1.00 to $5.00 each.

All articles must be received not later than September 14. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

Clothes, Methods and Men

One of the latest fads in Paris is the soft hat of two shades. Thus in one model the crown and upper side of the brim are gray while the under side is black. Brown and black or gray and brown are other combinations noted.

* * *

At the recent Henley regatta, the King wore a suit of navy blue serge cut double-breasted. By style authorities it was considered somewhat unusual that he should wear white spats, as these are never associated with "river wear." but, of course, in style as in everything else, "the King can do no wrong." His Majesty also wore a cream straw Hamburg, wing collar with red and blue club tie and hatband in the same colors.

* * *

The different aquatic and other sporting events of the past couple of months have emphasized the increasing approval for blazers. At the Henley regatta these coats in distinctive college colorings were much in evidence and it is reported that white blazers bound with ribbons in the distinctive club colors were more widely worn than the navy-striped blazer. One color blazer coats with vests to match are being worn.

* * *

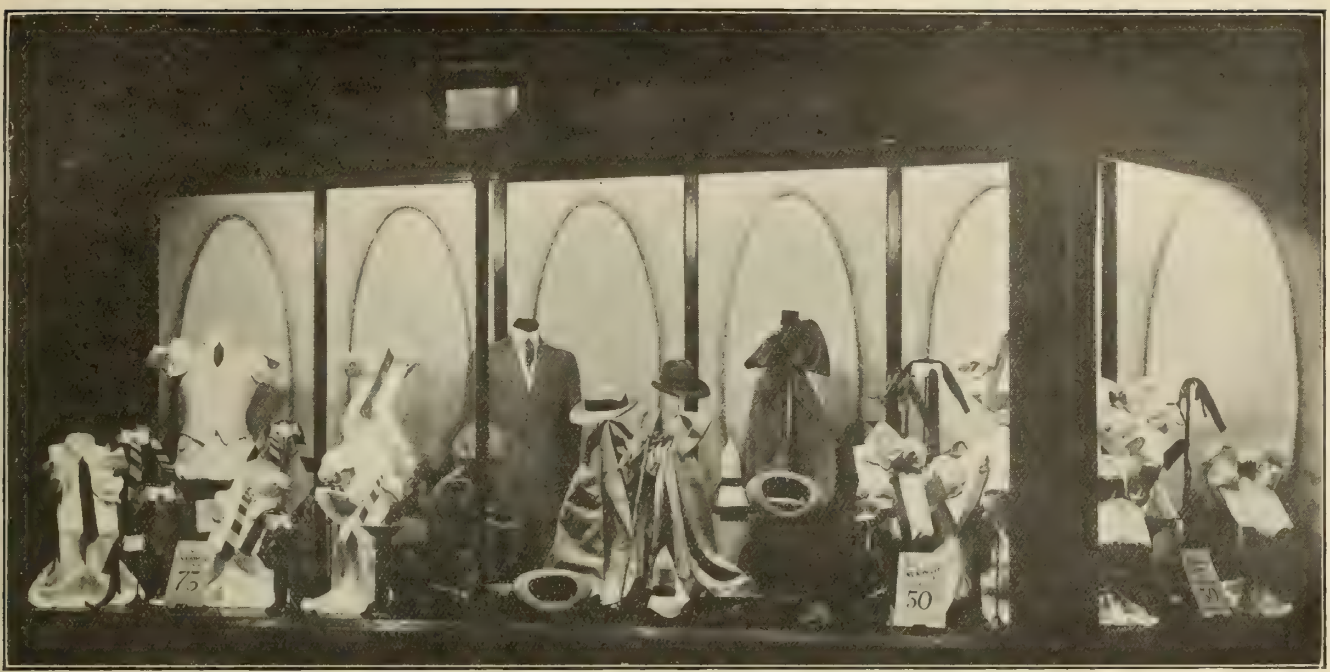
For wear with gray suits, stiff hats of light gray are said to be a favored vogue in Paris. Many of the hats are trimmed with a black band and brown or black derbys are worn with brown suits. Small brims and wide bell crowns are leaders. A Paris hatter has introduced an innovation by making the brim of his silk hats wide in front and faced with satin so that in lifting the hat, the wearer does not ruffle the surface of the silk.

* * *

Men's wear dealers are busy this month merchandising their summer lines with the object of having a clear field for early Fall business. Spells of warm weather during the month helped closing season trade very materially, and a week or more of frequent rains had the effect of swelling the raincoat record which already had been an excellent one. During September, clearing sales will still be a feature, and towards the end of the month new Fall lines will make their appearance. The first of the suits and Fall overcoats, hats and shirts will be displayed for opening purposes and early season neckwear will be given a run. It is at this time of year that the men's wear store can afford to take no chances or rest as-

GLEN S. CASE.

Formerly manager and buyer for Dunfield's King Street store, Toronto, who recently assumed a similar position in R. J. Tooke's St. Catherine Street store, Montreal, a men's wear establishment which is said to have one of the most advantageous locations in Canada.



An exceptionally effective display of men's wear by E. K. Dallimore, for C. D. Mitchener & Co., Saskatoon.

sured in the feeling that "business will come anyhow." Confidence can only apply to old customers. It is the prospective buyers who must be looked after, and the merchant who has a reliable list of these for mailing purposes has an opportunity now to apply it to practical use. Personal letters or neat folders inviting prospects to the store during the opening period, and informing them of new features, are now in order. In discussing these it is never advisable to enumerate a bewildering list. Rather should the dealer describe a few articles which, he knows, have distinctive merit—something which he knows will appeal to the people addressed. If he does not possess a prospect list he is at a disadvantage as compared with the man who adopts this method of trade development and follows it up consistently.

A waterproof suit has been invented which it has been demonstrated will keep a man afloat in the water. It is made of a kind of tissue cloth, and the inventor believes that it will immediately answer the requirements of aviators, water boat enthusiasts and water travellers.

* * *

The recent hot weather in England had the effect of breaking the rigid conventions of the House of Commons. A writer in one of the English dailies states that many members would carry a black silk hat and black coat through Calcutta heat if it reached Westminster, but there are others who during the past day or two have dressed in light clothes in grays and fawns, dove shades and ivory white.

"White duck trousers were sported by Mr. Munroe-Ferguson and Mr. Ian Malcolmn, while the ample and filmy white tussore suit of Sir Alfred Mond, who graced the committee on the White Slave Bill, earned this Liberal millionaire-employer the laughing sobriquet of 'The White Slave.' The Labor benches had their Beaux Brummel in the large personality of Mr. John Hodge, who wore a big light fawn-colored shantung suit and startling hat of wide area.

"There is a sad falling off this year in waistcoat color. In recent years the hot weather has caused the chamber to blossom out with pinks and blues, stripes, linens, checks and spangles, waistcoats white with many fancy lines, waistcoats of pale French gray with stripes of fawn, mauve, ecru, lemon, saffron and mouse. But this year men of all parties seem to have 'agreed' to eschew vested color. Simple white and plain gray, with here and there a solitary fawn, are the tones this year.

"The government dress mainly in black, but Mr. Lloyd George smiled merrily in a French gray lounge suit, and Colonel Seeley conducted the demand for nearly £3,000,000 for the expenses of the Territorials in a vest of French gray. As to vests, there was Gen. Sir Reginald Pole-Carew in light biscuit, Mr. Peel in dove gray, and Maj. Archer-Shee in cream."

* * *

In New York, according to a recent report, window decorators are using pictures of current events as attractions. Thus, one window would show certain processes in the construction of a straw hat, while another, featuring outing wear, would have a number of illustrations of recent athletic events.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—Please recommend to us a man to fill position about to be vacated by our window trimmer, or have some trimmers apply.

Just at the present time, The Review knows of no window trimmer who has declared himself open for engagement. It would hardly be fair on our part to suggest the names of men who are at present employed in other stores, and who, we have no reason to believe, are dissatisfied with present positions. Only when a trimmer is out of a position or is advertising himself open for engagement, does The Review feel justified in suggesting his name to a merchant. An advertisement in the want columns of the Toronto or Montreal dailies would undoubtedly bring replies from good men who are, at present, inclined to be restless. We shall also refer your letter to the secretary of the Canadian Window Trimmers' Association who may know of trimmers open for employment.

An excellent policy for any merchant to adopt with regard to positions of this kind is the employment of an assistant or understudy who shall be able to step into the head man's shoes in the event of a change.

* * *

Editor Dry Goods Review.—I am considering seriously of changing my business to cash and would like all the information I can get on it.

My competitors have been here for 20 years, are well established and in good shape financially, and while I have lived here all my life, I only started in business three years ago. Whether it will be wise for me to start on this new basis or not I would like to know. Would also like to have coupon book referred to in "Management of Retail Business."

Knowing what the experiences of other merchants have been in introducing the cash principle, we have no hesitation in saying that we think any merchant is wise who adopts and enforces it consistently. Of course, we know very little about local conditions there, or of the general wealth of the district. If it is at all prosperous, we think cash is your opportunity: if it is not prosperous, credit is your misfortune. We know of merchants who, practically facing bankruptcy, have revised their methods by insisting on cash and it proved the salvation of the business. They expected a stampede to other stores, but it did not develop seriously.

Your first step is to take your people into your confidence by issuing a plain statement of facts in letter or circular form. Point out that cash will enable you to give better prices, will place you in a position of advantage as regards competition of any kind, and follow this up by quoting revised cash prices on some of the articles chiefly in demand. Emphasize the fact that expense entailed in connection with credit system has necessitated higher prices—that this is really one thing contributing to the high cost of living.

We would advise that you do not adopt the coupon book you refer to. It is only one man's idea, and we fear that any merchant adopting it would only find that it would be used by some people as an excuse. When you say cash, you should mean cash. Of course, there are accounts, such as hotels,

WOULD BUY IN CANADA.

From Arnold Waterman, Port-of-Spain, Trinidad, a large men's wear dealer, the Review has received the following letter of interest to Canadian manufacturers:—

Editor Dry Goods Review:—I would be pleased if you can put me in communication with the manufacturers of dry goods—cottons, prints, and general soft goods—also men's wear lines. I do considerable business with the United States, but if Canada can supply the articles I require at the same price and on same terms, I am willing to send them my orders.

Replying to the above letter, the Review forwarded to the writer a list of firms in whose lines he would undoubtedly be interested and would suggest that manufacturers desiring to extend their scope of operation, should communicate with Mr. Waterman.

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

hospitals, municipal or government institutions, large business concerns, which will have to be charged for payment on certain fixed dates, but the general run of business should be cash. If you can't get down to clear-out basis, get as near to it as possible. Everything depends on how you begin. Let there be no two meanings possible in your letter. We would suggest something like the following:—

> To our customers, or To the people of———:
>
> Beginning with the New Year (or whatever date may be selected) it is our intention to adopt a system which, we feel confident, will enable us to give you better prices, more satisfactory values, make your shopping at our store still more attractive.
>
> You are probably not aware of the expense entailed in the collection of accounts, in writing off those debts that are hopeless, expending time on accounting which could be better applied to your service. Do you know that it is necessary for us to add from 10 to 15 per cent. to prices in order to cover this item in the cost of doing business?
>
> Our plan is this. On the date mentioned we shall introduce the cash principle in our business. We are only adopting a plan that will act to your advantage. We shall pay cash for the goods we buy. We shall be able to take our discounts on all purchases for this store. We shall be in a position to broaden our buying scope. We shall not have to take credit charges into consideration.
>
> Do you know what that means? It means a saving to you of from 10 to 15 per cent. Appended is a list that proves it. These are some of the revised prices made possible by this change.
>
> The most progressive stores in the country are adopting the cash principle. It is this method of merchandising by which they distribute the greatest good to the greatest number. It facilitates their business. It means a saving to their customers. That is why we are doing away with books of account record after January 1st. They will then be unnecessary. We shall be doing business on a cash basis.
>
> By helping us reduce the cost of doing business, we shall help you reduce by a certain percentage, the high cost of living.
>
> Yours for a year of prosperity,

You might head this letter, "Greatest good to greatest number." "Reducing high cost of living," or some other caption calculated to appeal to the popular mind. Then follow up with a list of revised prices—items on which the saving will be unmistakable. The letter should be published also in the local paper. A copy of it should go into every home.

We feel confident that the simplicity of the cash principle will commend itself to you, and if applied in all seriousness will be found beneficial to your business.

Shall be glad to have you advise us as to whatever steps you may take.

* * *

Editor Dry Goods Review.—I have been thinking very seriously, of late, about going West and opening a men's furnishing store. What city or town would you say locate in from Winnipeg westward, or do you think a general dry goods store would be a wiser idea. If a men's wear store, kindly give me the name or names of a few reliable firms to approach re stock. If, on the other hand, a general store, do likewise. I have a little capital; have had 15 or 16 years' experience in department and country stores. Served my time in Ireland and am about 32 years of age. I am managing a general store at present.

Although opportunities of the West, both in men's wear and general store business are said to be numerous, we hesitate to advise any young man in the matter you speak of. Rather would we suggest that, if you are determined to go West, you attach yourself either as employe or partner to one of the many progressive stores in the West for a year or two until you are confident as to the most satisfactory course for the future. In any event, would advise that you first visit the West before considering the responsibilities of business there. It is a matter in which you can afford to be careful.

In the condensed advertisements of the large city dailies, you will occasionally see openings under the heading of "Business Chances," which may interest you. We are enclosing a number of recent clippings from a Toronto paper.

The advertising columns of The Dry Goods Review and Men's Wear Review contain announcements of reliable firms any of whom would, we are confident, be glad to have you communicate with them re stock.

Are you sure that the business you are at present engaged in is doing the best it possibly can for you? Why not look into the matter with the view of ascertaining whether there is not a definite opportunity for you in your present location?

* * *

Editor Men's Wear Review.—Where can I buy undergarments made by the B.V.D. Company, New York. Have they a Canadian agency?

From the following wholesale distributors: Matthews, Towers & Co. and McIntyre, Son & Co., Montreal; The W. R. Brock Co. and Caulfield, Burns & Gibson, Montreal.

Is your **Hat Department**
Making Money for you?

Do you handle a line of Hats that your **customers are perfectly satisfied** with? If not, get acquainted with the

"Monarch Hat"

(Registered Trade-Mark)

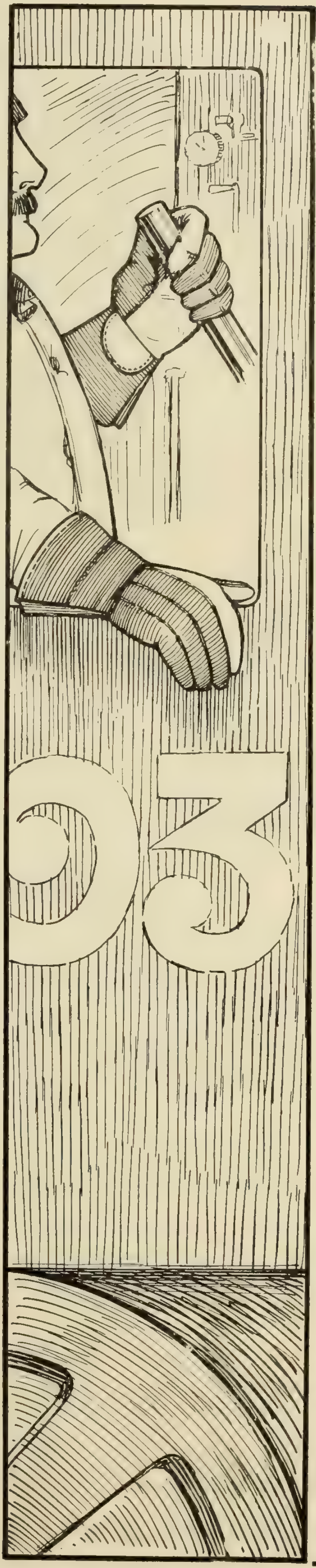
The Hat

For High-Class Trade

Style, Quality and Prices are Right

See the 1913 range now being shown by our travelers. Also a complete line of Straws, Panamas and Caps, etc.

L. GNAEDINGER,
SON & CO.
MONTREAL



RYAN

Gloves

The Gloves that are backed by the maker's absolute guarantee.

They will stand the hardest kind of hard wear.

You can safely recommend them to your customers.

Show them to—

TRAINMEN
TEAMSTERS
MOTORISTS
MECHANICS

or to any man who wants a glove that will stand hard usage.

You can get Ryan's Gloves for all purposes—from the light street glove to the heavy wear kind.

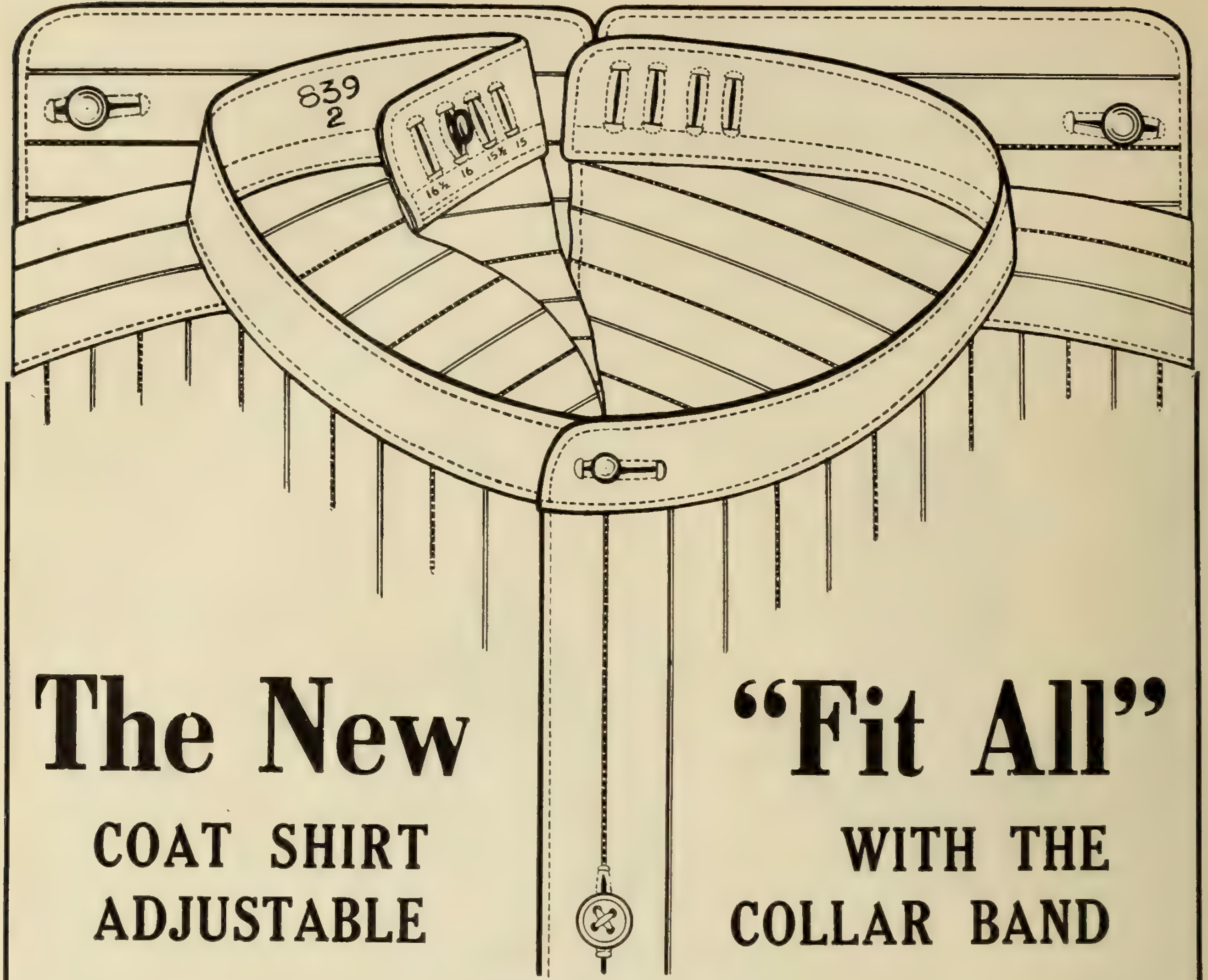
Ask your wholesaler.

The Robert Ryan Co.

Three Rivers,
Quebec

E. H. Walsh
& Co.
Selling Agents
TORONTO

Branch Offices:
Montreal Winnipeg
Vancouver



The New "Fit All"

COAT SHIRT ADJUSTABLE WITH THE COLLAR BAND

SPRING 1913

YOU'LL NEVER BE OUT OF THE SIZE IF YOU STOCK "FIT ALL" SHIRTS

Do you realize what this shirt means to your business? Do you see what it means to your customers?

In the first place suppose your customer selects a pattern from your cases or windows and it just suits him—you look for his size and you must confess that YOU ARE OUT OF HIS SIZE, oh, what a confession to make, you have at once jeopardised your chances of making the sale and lowered your patron's estimate of the completeness of your stock.

DO YOU SEE WHAT THIS MEANS?

This is where the new "FIT ALL" coat shirt steps in—you are never out of sizes—EVERY SHIRT IS FOUR SIZES IN ONE. The collar band of every shirt is adjustable to four different sizes—a 14½ shirt is adjustable to 15, 15½ and 16—a 15 shirt adjusts to 15½, 16, 16½, and so on.

This also means that a customer gets the greatest amount of comfort; he can select a shirt that will fit perfectly in the body and is assured that the collar band will fit as well. The laundryman cannot spoil his shirt by shrinking the collar band.

"FIT ALL" VALUES ARE UNEXCELLED

Along with the extra advantage of the adjustable collar band "Fit All" shirts are unexcelled in style and quality of cloth, and patterns. PRICES ARE RIGHT.

GREENSHIELDS LIMITED - MONTREAL

Sole Distributors of the "FIT ALL" SHIRT in Canada

Greenshields' Men Are Coming

WITH THE FULL SHOWING OF MEN'S FURNISHINGS FOR

SPRING 1913

Our representative will shortly take the road with the complete Spring range of men's furnishings—the most complete we have yet shown and should meet with approval everywhere.

The values are unequalled
in the trade—wait and see.

The 1913 Neckwear

Will be complete about September 1st when our traveller will call on you with a most complete line of latest novelties.

Our Christmas Neckwear

We are showing a range that is second to none, and we are making a specialty of knitted ties at $2.25 a dozen, equal to any retailed at 50c.

Our Winning $2.25 Neckwear

We wish to draw your attention to our range of open end silk ties at $2.25 a dozen. These are better than ever this year. If you have ever handled Greenshields' $2.25 neckwear you will know that it is the best for the price on the market.

Men's Shirts, All Kinds

We have a large and varied range of the popular shirts—made in coat style, separate collars, and French cuffs, prices range from $6.50 to $15.00 a dozen.

Our showing of laundered shirts is very complete, all prices and in all styles.

We will also show a complete line of *work shirts* in all the latest shades, and in tan and khaki, in all prices.

Men's Christmas Suspenders

We have a special range of men's braces in individual boxes for Christmas trade, also combination sets of Suspenders, Garters and Armlets, from $4.50 to $9.00 a dozen.

MEN'S HALF HOSE, silk, cashmere, lisle, and cotton, in a complete range of colors. From $2.25 to $6.50 a dozen.

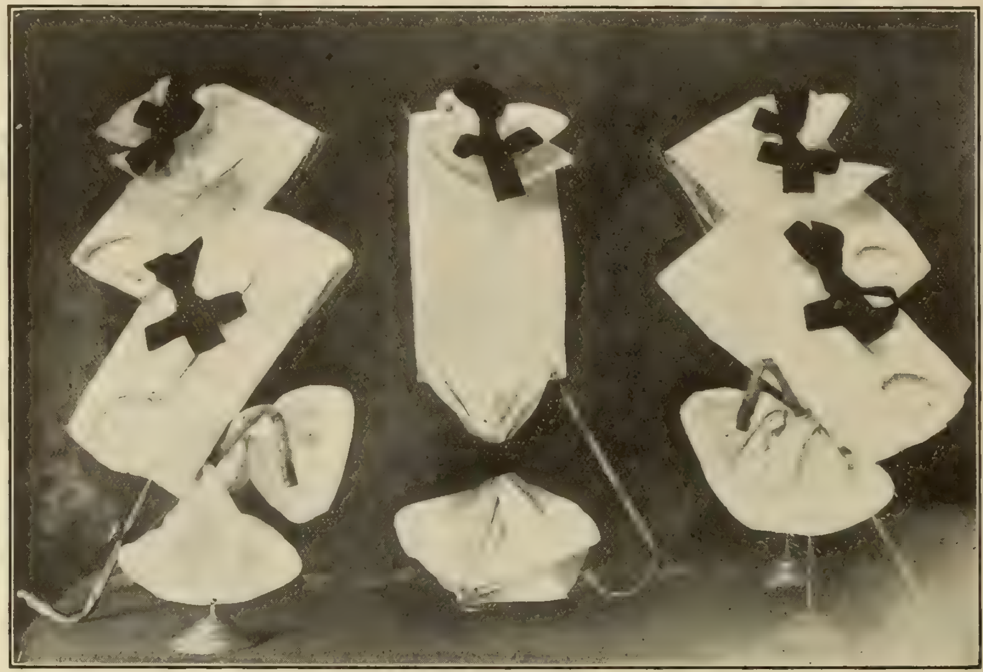
SEE OUR UMBRELLAS. From $4.50 to $60.00 dozen.

WATERPROOF COATS. Our range consists of all weights and colors from $5.00 to $10.00.

DRESSING GOWNS are especially saleable at Christmas time. We have latest designs at $4.50 to $10.00 each.

GREENSHIELDS LIMITED

MONTREAL



Fixtures used here are shirt easels. The skirt of the centre shirt is drawn out and tied back to the standard of the fixture with a four-in-hand. The other shirts are placed on an angle of the easels, with the sleeves drawn out as shown.

Editor Men's Wear Review.—What would be generally considered a fair amount of clothing stock for an exclusive men's wear store in a city of 12,000 with good prospects.

An experienced clothing buyer suggests, for a city of the size mentioned, a stock of about $14,000 divided as follows:—

Youth's and Men's Suits	$4,650
Boys' 3-Piece Suits	1,500
Boys 2-Piece Suits	1,500
Boys' Fancy Suit Blouse and Busters	500
Youths' and Men's Overcoats	2,000
Boys' Overcoats	1,000
Men's Raincoats	1,000
Men's Reefers	300
Boys' Reefers	200
Odd Vests, Tweed and Fancy	200
Smocks	150
Overalls	250
Tweed Trousers	600
Boys' Knickers	150

SIZES AND QUANTITIES.

Men's and Youth's Suits, sizes 25|34, 25|35, 75|36, 75|37, 85|38, 75|39, 75|40, 22|42, 12|44, 8|46.

Men's and Youth's Overcoats, 10|34, 10|35, 35|36, 35|37, 35|38, 35|39, 35|40, 24|42, 24|44, 12|46.

Boys' 3-Piece Suits, 10|28, 20|29, 35|30, 35|31, 35|32 35|33, 25|34, 15|35.

Boys' 2-Piece Suits, 5|22, 5|23, 10|24, 25|25, 25|26, 30|27, 30|28, 30|29, 30|30, 20|31, 20|32, 20|33, 20|34, 15|35.

Boys' Fancy Suits, 5|20, 20|21, 20|22, 25|23, 25|24, 25|25, 10|26, 10|27.

Boys' Overcoats, 10|20, 10|21, 20|22, 20|23, 20|24, 20|25, 20|26, 20|27, 20|28, 20|29, 20|30, 20|31, 20|32.

Men's Raincoats—5|36, 30|38, 35|40, 30|42, 25|44, 5|46.

Men's Reefers—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Boys' Reefers—3|20, 3|22, 10|24, 10|26, 10|28, 5|30, 5|32.

Tweed and Fancy Vests—5|34, 10|36, 20|38, 20|40, 10|42, 10|44, 5|46.

Smocks—10|34, 20|36, 30|38, 30|40, 30|42, 20|44, 5|46.

Overalls—10|32, 20|34, 40|36, 50|38, 50|40, 30|42, 20|44, 5|46.

Tweed Trousers—10|32, 30|34, 35|36, 35|38, 35|40, 20|42, 10|44, 5|46.

Boys' Knickers—5|22, 10|23, 10|24, 10|25, 10|26, 10|27, 10|28, 10|29, 10|30, 10|31, 10|32, 10|33, 5|34.

* * *

Editor Dry Goods Review:—I am building a new store and would like to put in a lighting system other than coal oil. Can you give me the name of a firm making gasoline lamps or any others?

The Pitner Gasoline Lamp Co., 52 Colborne St., Toronto; The Siche Gas Co., 10 Lombard St., Toronto.

* * *

Editor Dry Goods Review:—Where can I buy story books suitable for Chistmas trade?

Raphael Tuck, Son & Co., Montreal; Methodist Book & Publishing House, Toronto; Copp Clark Co., 64 Front St. W., Toronto; Musson Book Co., Victoria and Wilton Ave., Toronto.

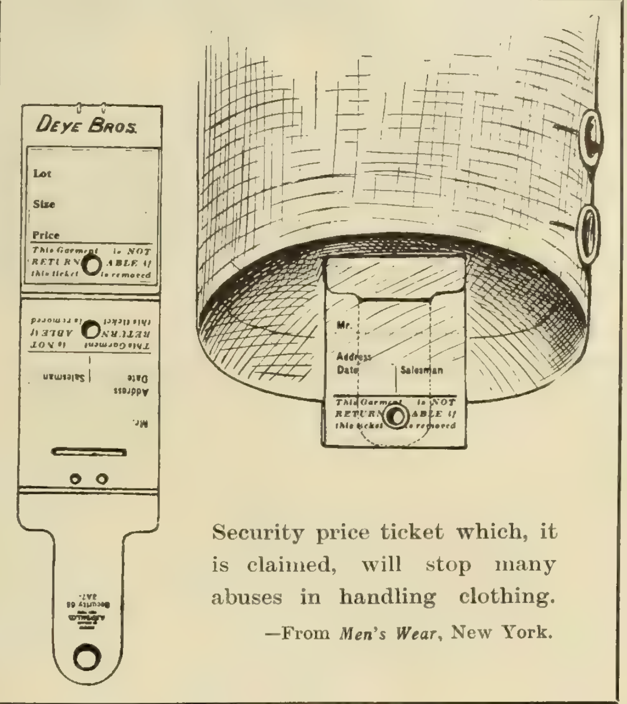
* * *

Security Price Ticket

The accompanying illustration shows a security price ticket on which it is plainly stated that the garment is not returnable if this ticket is removed. It is a recent invention by a New York firm. The new ticket is shaped on the order of a regular coat ticket, only that it has a much larger tongue. When placed on the garment the hole in this tongue reaches to the bottom of the inside of the ticket, flush with the hole in the front and back of the folded ticket. Through these holes there is a small lightweight eyelet, put in place with a small hand punch. With this eyelet going through the three holes, the ticket naturally cannot be removed without mutilating it, and then, of course, it is impossible to put it back in place. The illustration on the left shows the entire ticket without any folding. The illustration on the right shows the ticket as it looks from the inside of the coat sleeve, and the long tongue is dotted, so as to show where this reaches.

This ticket was originated, states *Men's Wear*, New York, because retailers have been having much trouble with their customers buying clothes, especially evening clothes, etc., wearing the suit one night and returning it the next day or two with some feeble excuse. There has also been reported considerable changing of price tickets on garments sent on approval, the customers changing the lower-priced ticket to a higher-priced garment, returning the other garments and demanding the higher-priced garment at the low price, as per ticket which they have just transferred.

Many retailers have experienced trouble with the salespeople, changing the price tickets for friends, transferring the ticket from a lower-priced garment to a higher-priced one before the sale is made, thus saving their friends money at the retailer's expense. There are said to be many other abuses in the trade which this ticket would stop.


Deye Bros.
Lot
Size
Price
This Garment is NOT RETURNABLE if this ticket is removed
Mr.
Address
Date
Salesman

Security price ticket which, it is claimed, will stop many abuses in handling clothing.
—From *Men's Wear*, New York.

* * *

The record of measurements kept by a large clothing house enables it to say this in advertising: "No matter where you live or travel, if your measure is on file with us in Chicago, we can always fit you correctly in clothes tailored as you want them.

REVIEW GIVES HIM GOOD INSIGHT.

From James McIntyre, Grandview, Vancouver:—I enclose M. O. for $2.00 as subscription for Dry Goods Review for one year.

The Edwards system of card writing which has been appearing in your columns has interested me. Kindly let me know if I can procure the course in complete form.

I have recently arrived in Canada from Ayr, Scotland, where I have had a business for the past six years. Vancouver looks good to me and I have purchased for cash the business of D. Sutherland, Commercial Drive, and will commence business at once.

I have looked over several back numbers of the Review at Mr. Stoddart's, and think you handle matters pertaining to the trade in a masterly manner. I have obtained a good insight into the Canadian end of our business from your pages and have pleasure in becoming a subscriber at once.

SHIRTS, COLLARS AND CUFFS

Future of silk shirts and the retailer's opportunity — Neglect of novelties owing to Midsummer clearance sales — Preparations for Fall — Is demand for high grade garments cutting into made-to-order trade — Satisfactory washing colors

STOCK and factory clearance sales of shirts have been recently at their height to close the summer season. Merchants are also preparing stocks for first shipments of Fall orders and values offered at 39c, 49c, 69c, 79c and 98c are good, although many of the designs are in wider stripes than those favored for the coming season. This fact was anticipated and noted early owing to the scarcity of manufacturers' piece stock and backward deliveries on preferred stripes.

Qualities on sale, however, included values up to $9 and $10.50 dozen in fairly neat stripes, blue and white, black and white and combination effects, in a good assortment with tans and a few grays. Plain chambrays, especially in blue, are quoted at unusual prices.

Following the season's selling experiences there is a demand for extra narrow stripes in sample books duplicating blue and white and black and white. The scarcity previously referred to has decided manufacturers to meet the requirement by adding neat stripes in values from $9 to $10.50 and up, per dozen. As soon as new cloths are received, double numbers will be carried in the first shades.

Of course, a retailer's trade decides the extent of novelty introduced in his assortments. While a few higher priced numbers are tried out, they are for the most part, carried only in more exclusive and high-class stores.

Outside centres have not taken up soft collar and French cuff styles to an extent that compares with the vogue in larger cities. This is particularly true of soft silk shirts and the increase during midsummer in soft natural and white soiesettes, vestings and fine repps. The quantity of clean up lines merchandised is, in some cases, hampering the merchant's ability to add these novelty lines.

SUCCESS OF THE SILK SHIRT.

The success of silk shirts this season is an indication of the exceptional demand that can be looked for next year. This has to be prepared for early to get deliveries on account of distances and shipping facilities and there is not the least doubt but that every merchant could cater more strongly for this trade.

There are lines of silk shirts on the market which have a distinct superiority in finish, style, quality and values. They conform too, with the present demand as to colors. Particularly in workmanship and finish is this favorable appearance evident. Collars are not just as stylish as they could be, although extra neglige and tie to match are suggested and worn by careful dressers. Seams are neat and appear almost as if pressed together, no matter what the quality or weight of the fabric, more especially in fine handkerchief twill silks. Not the slightest puckering or fullness is passed. Better numbers of unfilled silks come up to standard retailing prices and, in the natural pongees, always in the better or No. 1 grade. Each shirt is separately boxed if desired. So far, no complaints are heard regarding sizes in the quantities sold by merchants who demonstrated silk shirts for the closing season added materially to profits.

Buyers should consider this phase of market and manufacturing conditions, and the advisability of handling assortments of silk shirts if only to add prominence to their line. The continued success of these garments is bound to affect made-to-order business which has been a customer-retaining feature on account of special care and detail in furnishing.

Increased orders on fine French flannels and Ceylons are also said to be cutting in on made-to-order trade. Style, it would seem, sells shirts better than size does. The idea that a shirt has to be roomy is passing, because it is taken for granted, if the size is correct to standard, no trouble is found with the fit. Men decide on the pattern because it appeals to them or matches some prevailing fashion or other personal apparel. If customers are buying for style they also will pay higher for style, they also will pay higher prices for the season's early novelties, enabling a better showing of profit.

There has been little complaint as to laundering qualities this year. Most colors in fabrics used are guaranteed.

KANT KRACK

COATED LINEN

Collars

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

From the Yukon to Newfoundland

From the Gold to Fish Region, the "KANT KRACK" coated linen collars are the collars of the people.

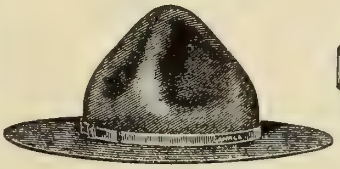
They're in demand because of the service they give resulting from the flexible lip and the long slit back which prevents breakage.

They are superior in style, fit and finish, no laundry—just water and sponge.

Only one grade and that grade is the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.

HAMILTON -:- ONTARIO



Are You Getting This Trade?

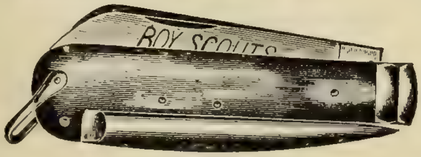
If not, is there any reason why YOU shouldn't get the complete trade of the better families?

The surest road, is to devote a small section of your store to Miller's Official Boy Scout Supplies, and make your store the boys' headquarters for all their requirements.

Get your stock from us now and "Be Prepared."

We specialize on Military and Cadet Uniforms, duck and service clothing for

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders, Porters, Etc.



Full Dress Vests Abattoir Coats Fancy Vests Surgeons' Gowns
Duck Band Uniforms Duck Pants Hospital Linen Supplies
Ladies' and Men's Auto Coats and Dusters, Club and Hotel Linen Supplies
Carpenter, Butcher and Waiter Aprons.

Write Dept. No. 1 for illustrated catalogue, mentioning what you are particularly interested in.

The Miller Manufacturing Co., Limited

251-253 Mutual Street :: :: TORONTO

GOOD ADVERTISING

Are you advertising in the way the store has always done it. That may explain why you are not satisfied with it.

Extracts from bright advertisements that tell what other merchants are doing — Opening of the Fall season and after vacation business in the boys' department — Comment on advertising features — Advertisements with no definite message

Here it is again—this everlasting clothes question—wedging you once more with the need for a new suit or overcoat. How are you going to answer the call this Fall?

* * *

The whole argument for our Fall suits is that they are of the finest tailoring and finish and made from exclusively imported material and sold at one price only.

* * *

First consignment for Fall of English-made clothing. Garments that with them carry an international reputation for excellence in quality, style, and efficiency in workmanship. They are superior in every respect.

* * *

Boys shirt waists, 29 cents. Just in time to fit the boy out for day school or boarding school comes this offer of shirt waists at a great money saving price. The reason for this clearance is the number of balances of different lines we have in stock and which we group into one lot for quick selling. All sizes, 11 to 14, or ages 6 to 15.

* * *

Yes, you can come right here now and save from $10 to $18 on every suit we have on sale during this great midsummer event, and you'll find a stock of materials that will make your heart glad—blues, greys, browns, greens, mixtures, worsteds and tweeds in every new color and design.

* * *

Every boy can be well dressed and you need not invest a large sum of money to obtain a good school suit. For the strenuous days that begin soon the boys suit must have durability and style. Our single and double breasted and Norfolk suits will stand the wear and tear that school boys give them.

* * *

The stranger in town is welcomed by the store in more than a selling way. Recognizing the need of headquarters for visitors we provide rest room and parcel desk when one can forget the rush for a few minutes.

* * *

Our furnishings department take great pleasure in waiting on a man who is critical about his clothes, for they know they have every essential to make him a satisfied customer.

* * *

Outfit the little chaps in readiness for school opening. With pride we offer these first arrivals of Fall and Winter suits. Now is the time for mothers to see, admire and choose.

* * *

Two sides to this sale—its economical importance and the excellent style and character of the suits included. They sold regularly at from $15.00 to $28.00. Now reduced one-half.

* * *

That boy of yours. You can't always be digging down among the green backs for the price of a suit. You want something good when you do buy. Now, school time will soon be here, and that same boy will want a new rig-out. Here's your opportunity.

◆

Not Always Adman's Fault

The very general advertisement—the one that tries to emphasize the importance of a host of things and falls short of any really definite message—should be carefully avoided in this day of strenuous merchandising, of specialization, and of straight-to-the-work salesmanship. No matter what the argument may be that is held together by those old cobwebs, precedent, tradition, and conservative policy, the advertisement that does not appeal in some one striking way falls short of its best purpose. Printer's ink, discussing this fault, concludes that it is not always the advertisement writer who is to be blamed when "the advertisement is one of those general,

EVERY DEPARTMENT STORE PROPRIETOR
EVERY GENERAL MERCHANT
EVERY VARIETY MERCHANT
EVERY DRY GOODS MERCHANT
Should Throw Up His Hat for

Edited by
Henry Stirling Fisk
$5 PER YEAR
Published Weekly
Cash with order. Sold to only one dealer in a town

Interlocking
Fisk Advertising Service
For Dry Goods, Department, General and Variety Stores
Published by Fisk Publishing Company
Schiller Building, Chicago
There is No Other Advertising Service Like This in the Whole World

R. W. Crompton
Art Director
$5 PER YEAR
Published Weekly
Cash with order. Sold to only one dealer in a town.

and then sit down and write a check for five dollars and send it to us so he can commence to receive the service at once. It's bully for a store without an advertising man, and bully for one with an advertising man.

James P. Ryan, Bangor, Mich., writes: "Your advertising service is coming each week. It's the greatest line of advertising stuff I've ever seen for the money. I felt you were offering too much for the money, so sent my check to the Dry Goods Reporter to be forwarded to you in case they felt you would do as you said. They wrote me they sent my check to you, as they know you will do as you promise. I am more than pleased with the service so far."

After October First Fisk Interlocking Advertising Service will be $10.00 Per year. Order now and save five dollars.

FISK PUBLISHING CO.
Schiller Building, Chicago. Henry Stirling Fisk, President.

flowery kind that gets to the end without really conveying any definite message to the reader.

"Not long ago one advertising man said to another—a writer of clothing copy: I think you have a bang-up typographical style to your work. It stands out so well that readers can't miss it, and the display is in perfect harmony with the subject, too. But my criticism is that the copy, though pleasingly worded, is too general. Why don't you turn loose in one of your advertisements and tell what the firm can do for the man whose limit is a $20.00 suit; another time let us know what you can do for $25.00, and so on. I think that kind of copy and the window display is what tempts a man to go into a clothing store for the first time."

"I agree with you exactly, said the other, and I have argued with the firm time and again to let me write up just that sort of copy, but the boss smiles and says that it isn't the thing. He thinks he knows the clothing business, of course, and he insists that I merely advertise the line generally—talk about the magnificent assortment that gives such an opportunity to all, no matter the size of the purse, and fine style of the line, and so on. So what's a man going to do?

"Perhaps this is the situation in a great many cases where the poor advertising is roasted for the frothy general stuff that gets into the advertisement. But it does seem that is high time now for advertisers to realize that such copy neither interests nor convinces readers. Generally speaking, no one advertisement interests every possible purchaser. It is better to pick out a class of readers and aim at them with rifle-shot arguments than to be firing at long range with shot-gun stuff that doesn't bring down the game. And this doesn't mean, either, that such advertisements as those dealing with men's clothing should be full of minute details."

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Conquering Power of Pants

Humorist points out that in their thrall Romans, Teutons, Indians were become helpless — Nine tailors to make a man

"Pants may be the high water mark of our modern civilization," writes Irvin S. Cobb, the humorist, because the civilized man is popularly presumed always to have a pair of them on, except when in bed or taking a bath, but I contend that they are likewise the sign and symbol of his complete domestication.

"Bear with me one moment while we scan history for proof of this statement. The Roman vanquished the world, wearing a toga. The Teuton barbarians whom he conquered wore pants—pretty sad-looking pants as pants go in this day, having no hip or side pockets and no buttons for the suspenders to be fastened to—but, nevertheless, pants. It was when the Roman began wearing pants himself that the rest of the world was able to get his number—thirty-four inches round the waist, tweny-eight scant in the leg. Our own American Indian offers a similar example. Full of oratory and fiery ardor as he was, the great Tecumseh was, nevertheless, as pantless as a rabbit. When taking the warpath Red Jacket and Sitting Bull took along no pants with them. We tried to humanize and soften the Indian by stealing his land and shooting him full of holes and pickling him with New England rum. We sought to appeal to his better nature by starving him to death and beating him at draw poker but for three centuries and more he resisted us—until we backed him into a corner and hung a pair of pants on him. Then we had him licked; he has been tame and city-broke ever since. Pants did it and we can prove it.

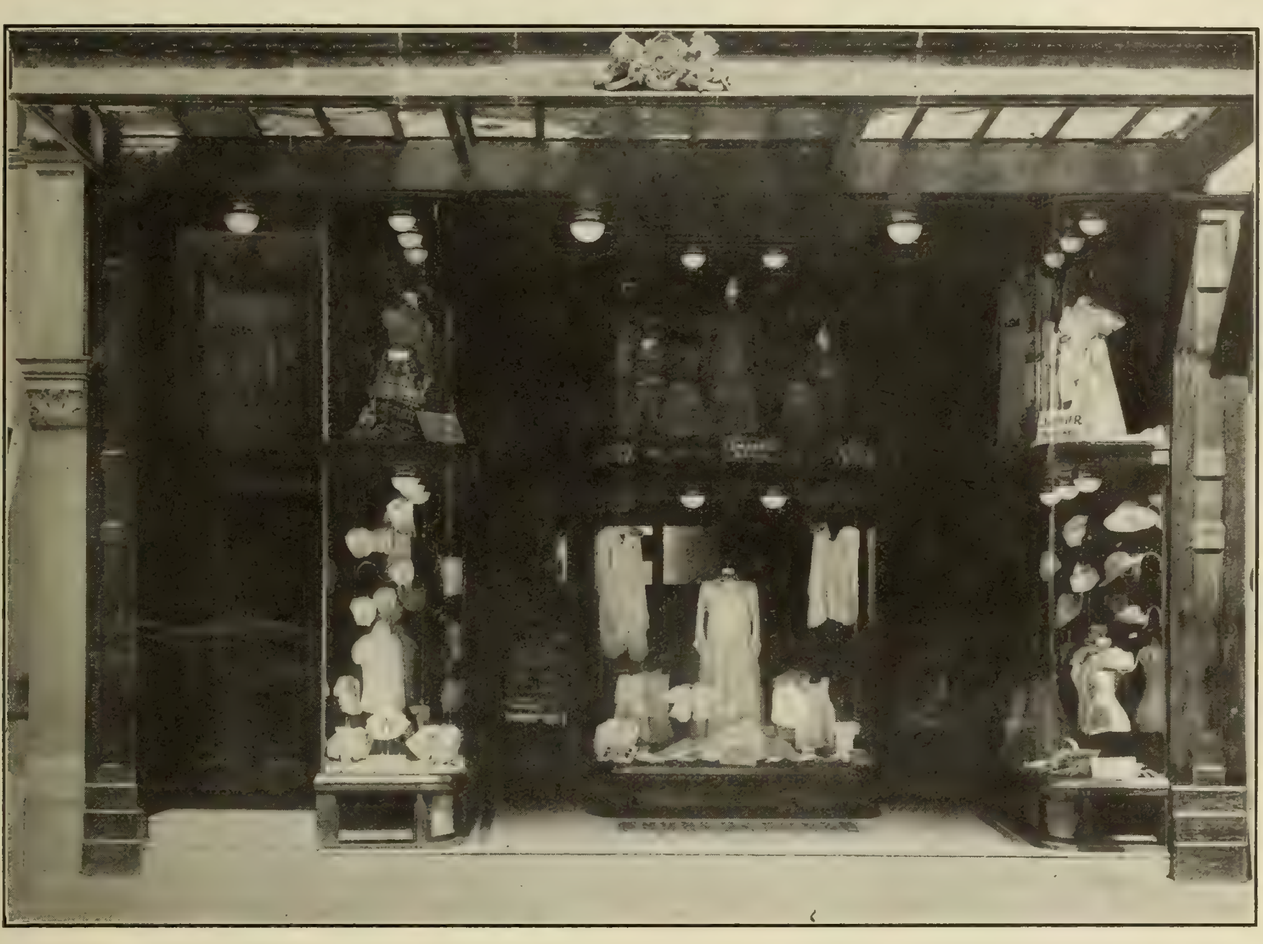
"We, as a nation and as a sex are being educated to the necessity of having for every occasion a suitable and a separate costume. One is given to understand that one must have one costume for afternoon calls and another costume for morning calls; a costume for yachting; a costume for golfing and a costume for looking on when the others golf—one positively must. That is what I glean from reading the available current literature on the subject.

"Only here the other week I heard of a gentleman—not in my own set as it happens—who gives careful attention to the details of dress, and he was thinking some of going up to New England for the summer and spending a couple of months on an abandoned farm; so he was inquiring round to ascertain the proper costume for an abandoned farmer.

"Thus, by precept and example and by the printed word of authority, are our crude sartorial instincts being guided into proper channels, and I for one am very glad and very happy; we've been groping blindly in the dark long enough. However, I can see that dressing is going to be more expensive than it used to be. What with the high cost of living and our old friend Schedule K being still in active operation, and the absolute demand for uniformity in scarfpins and walking-sticks, I forsee a long period of financial stringency ahead of those of us who expect to maintain a place in well-dressed society from now on. It will be hard enough on the unmarried ones; but how much harder on the married ones!

"According to the most generous and lavish computations, it takes only nine tailors to make a man, and sometimes nine collection agencies to collect the bills; but when a woman gets through with her nine tailors she—if one may judge by the outward and visible signs—is only just started."

Attractive Front of a New Jaeger Store



THIS is the very handsome front of the new Jaeger store in King Street West, Toronto. Not only do these windows suggest that great degree of success possible in specialization, but it also indicates strong confidence in the advertising power of the show window. The front of this window is of two-tier construction. The windows on the sides are 3 feet 6 inches wide, with a depth of 10 feet, while the smaller case-like window in the rear of the vestibule is 6 feet 6 inches wide and 4½ feet deep. The height of the lower windows is 10 feet and of the upper windows 8 feet. There is a three-foot entrance on each side of the central case. The vestibule is tiled, with the name Jaeger in a contrasting color. The frames of the windows and the fixtures of the store are in oak of Early English finish. Immediately above the entrance is a balcony admitting to the upper windows. The store has a width of 24 feet, 75 feet deep, and is exceptionally well laid out. There are separate counters for men's and women's apparel and try-on rooms for each department. The lights are on the font principles, that is, reflected upwards from the fixtures and again reflected by the ceiling giving a very soft, agreeable effect. The new store is situated on the north side of King street, in a very busy section. The appearance of the store is rendered additionally attractive by a large canopy of ornamental glass and metal and with the British coat-of-arms in front.

Tooke

Spring Shirts

Tooke Shirts for Spring, 1913, are notable for originality. From the best mills of Europe and America we have secured a range of goods confined to us for Canada. Man-tailored and hand-ironed will constitute the two points of advantage above all others. Your business will be appreciated and your valued orders receive our best attention.

TOOKE BROS., Limited, Montreal

Winnipeg Warehouse, 91 Albert Street

Tooke

Shirts for 1913

Tooke Representatives are now showing these shirts in a variety of styles, including a very strong range of soft cuff goods, some of them with collars to match. By ordering now you have the advantage of choosing from the full, unbroken line, and securing a stock of Spring and Summer Shirts which will make your 1913 business most satisfactory.

TOOKE BROS., Limited, Montreal

Winnipeg Warehouse, 91 Albert Street

Would the Boss Give Customer a Rebate

Salesmen agree that it would be better policy to adhere to advertised prices when customer suggests that having bought a suit for $18 he is entitled to refund when friend later buys similar suit for $15 — Should be consistent in his merchandising

WOULD the boss give a rebate? That was the question asked in The Review's last salesmanship competition. On entering a store, a customer finds that a friend of his has just bought a suit for $15 similar in every particular to one for which he had paid $18 a few days before. He suggests to the merchant that he is entitled to a rebate of $3, pointing out that he had always been a good customer.

The problem was suggested by one of the head salesmen in a large city department, who had the experience described. He had replied thus: "Why, my dear sir, if we adopted that policy we would have a string of people a couple of miles long waiting for rebates. If you have been reading our advertisements you will have noticed that we are now clearing out our Summer stocks in preparation for Fall. We do this every year. Put yourself in our position. In your anxiety to wind up the season's business, you could not do so quickly enough at former prices. Your customers should appreciate that fact and you would be consistent, recognizing that at some time or other your customer would himself reap the benefit of a special price. You will see that by giving a rebate to one customer you would be unfair to many others. By remaining firm you would have the greater hold on their confidence in you as a business man. You see our viewpoint, do you not?" The customer went away quite satisfied.

CONSISTENT MERCHANDISING.

So long as there are special prices, so long will problems such as these confront the merchant and realizing this fact, he will be safeguarding himself if he adopts a policy admitting of no discrimination, no favoring of one customer over another. That is the attitude advised by the majority of replies received. In a case of this kind the merchant must reply in the presence of the second customer and will do well to bear in mind that others will hear of it. It would be inadvisable for him to grant such request for, by doing so, he would weaken the confidence of both men in the store's regular prices and would depreciate its reputation as a consistent merchandising concern. A customer should be sufficiently familiar with the store's advertising to appreciate the significance of reduced prices at this time of year, and would bear in mind that he himself has equal opportunities.

The Review has selected replies by Lyndsay Ballingall, with M. C. McCuaig, Fort William, F. O. Hollis, Brampton, W. C. Forman, Ingersoll, and A. McNaughton, Huntington, Que.

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GOODS TO BE SOLD NOT PEDDLED.

Angus McNaughton:—When a good customer wants a rebate because he pays $3.00 more in a regular way than his friend or others paid at a reduction sale, in order to give salespeople a fair chance, the customer must be made to feel that anything he buys from an employee, he is getting it at the same price as if purchased from the boss. Most customers are reasonable, and when matters are explained in a pointed way, can appreciate the store's position. A good plan is to bring the matter home to the customer's own business. For example, a farmer bought a friend to our store for a suit. He himself had purchased a suit a short while before, and when he brought his friend, the line was reduced. Stock was getting low and sizes broken. The suit chosen was $3 or $4 less than the farmer paid, and he expressed his feelings in more forceful than elegant language. Now, this farmer had a fine orchard, and I asked him what he sold his red Astrachans for at the first of the season. I had bought a barrel from him at $4 and he said that was the price.

"But," I said, and I knew what I was talking about, you sold Mr. Jones a barrel yesterday for $2.

He replied that the season was getting late, and apples would not keep, so I showed him that such was exactly our position. The suit would keep, but its saleability depreciated as the season advanced.

We kept the old customer and got a new one, just by this simple illustration. What applies to the farmer applies to most callings. Rebating should not be countenanced by the boss. Give every salesperson the same chance and stand by him. Goods should be sold, not peddled.

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REBATE WOULD INVITE TROUBLE.

Mr. Ballingall's reply:—What did the merchant say? Your very pertinent query under the above caption is one that we clerks are knocking up against very frequently, more especially those of us who are located throughout the smaller centres, where our whole success lies in making and keeping on terms of friendliness with our customers.

Now it might not be amiss at this juncture to discuss the principle which the above question involves, viz.: Would the boss give the rebate? To my thinking the attitude adopted and the reasons governing the same either make or lose your customers, personally, in 18 years experience, I have never known of a rebate under such circumstances, for once you admit in your business dealings that a customer has a claim on you after making a legitimate sale you have paved the way for every Tom, Dick and Harry to call up and get their refund on their last purchase. There is no logical end to this sort of thing.

So much for the context. Now let us get down to business and consider "what did the merchant say?" This is the most trying and troublesome of predicaments for any one serving the public, but withal it is the great trial and opporunity for the display of tact and diplomacy so essential to the successful merchant, or even his clerk.

Continued on page 76

VISIT THE MARKET

WE invite you to visit our warehouse and see the display of Fashionable Fabrics for Autumn and Winter, 1912.

We go in extensively for Exclusive and Novelty lines for both men and women, and our connection with several large manufacturing firms gives us an undisputed adadvantage in the matter of styles and deliveries.

Fabrics Suitable for Ladies' Tailor Made Suits are shown in large quantities in the Men's Woolen Department

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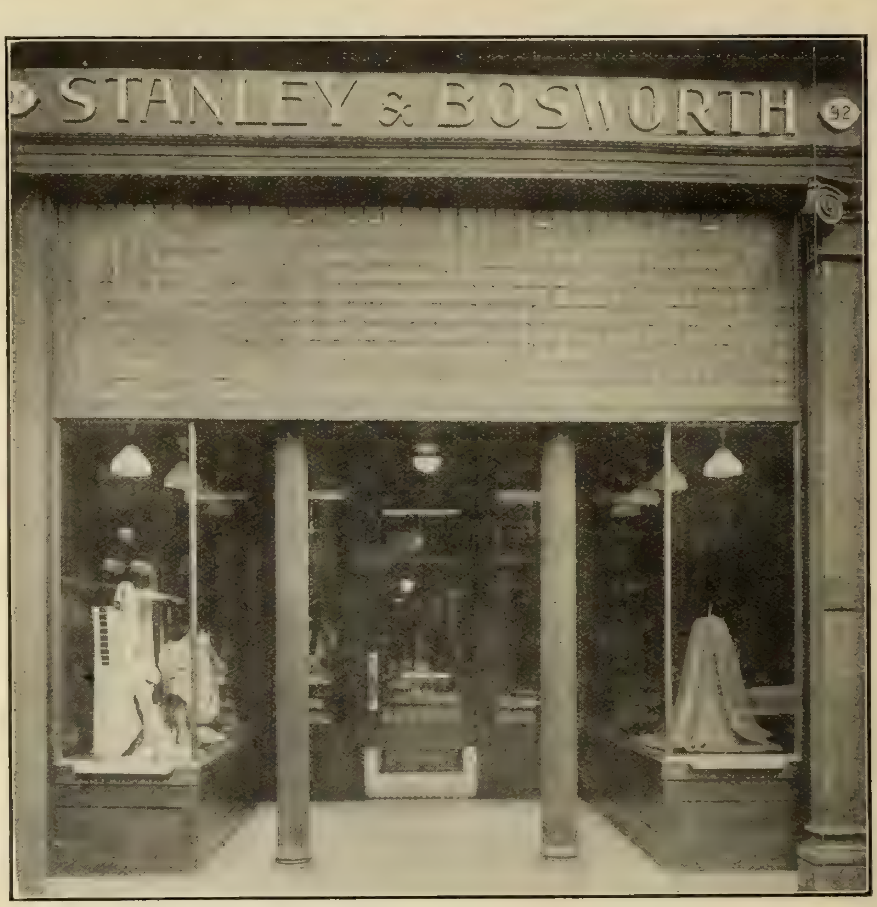
DEPARTMENTS:

MEN'S WOOLENS — TAILOR TRIMMINGS
LADIES' COSTUME CLOTHS AND COATINGS
HOUSEHOLD LINENS — SILK AND SATIN LININGS

Nisbet & Auld, Limited

32-34 Wellington Street West - TORONTO



Front view Stanley & Bosworth's new store. Actual frontage is 13 feet, but is practically doubled by the arrangement.

New Store for Toronto's Exclusive Section

Stanley and Bosworth, formerly with Bilton Bros., select the north side of the street — Their store has an appearance that accords with the requirements of the trade in that part of the city — Will specialize in English lines — Fixtures that facilitate attractive stock-keeping.

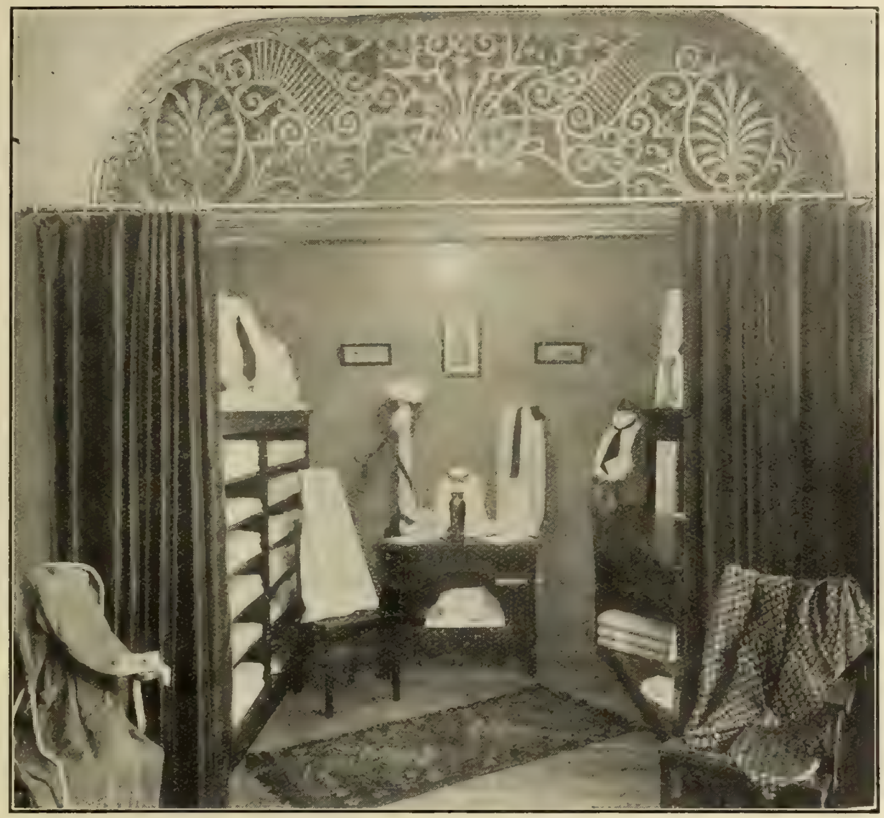
THERE are cases in which the theory that retail business in so-called exclusive sections of large cities confines itself largely to one side of the street has held good, but there have been some notable exceptions. Experience proves that much depends upon the men and their methods, the appearance of the store and the distance of its location from those points on a given street at which activities seem to centralize.

King Street, Toronto, within two or three blocks of Yonge street, has always had the reputation of being an exclusive section, and this fact is probably more emphatic to-day than ever because the south side is sharing its distinctiveness with the north side in a more definite way. In King street, exclusiveness means dignified appearance, fine selection of lines in catering to high-class trade, and an atmosphere that is the direct opposite of that which pervades the vicinity of a bargain counter.

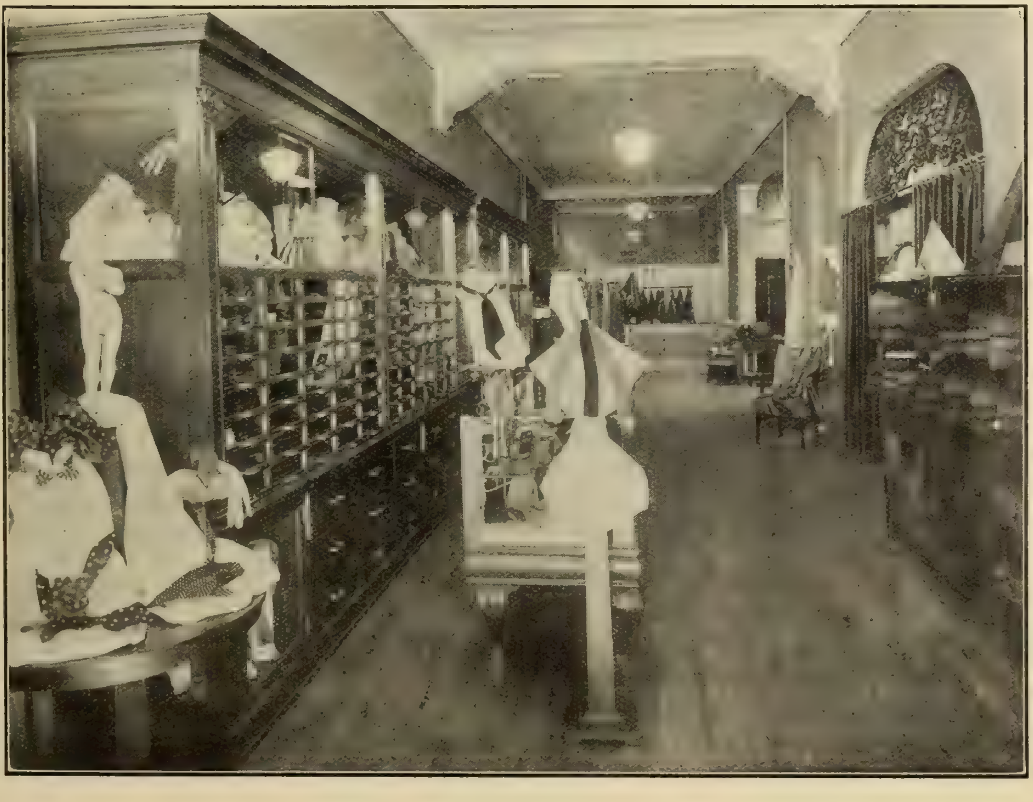
CHOOSING THE LOCATION.

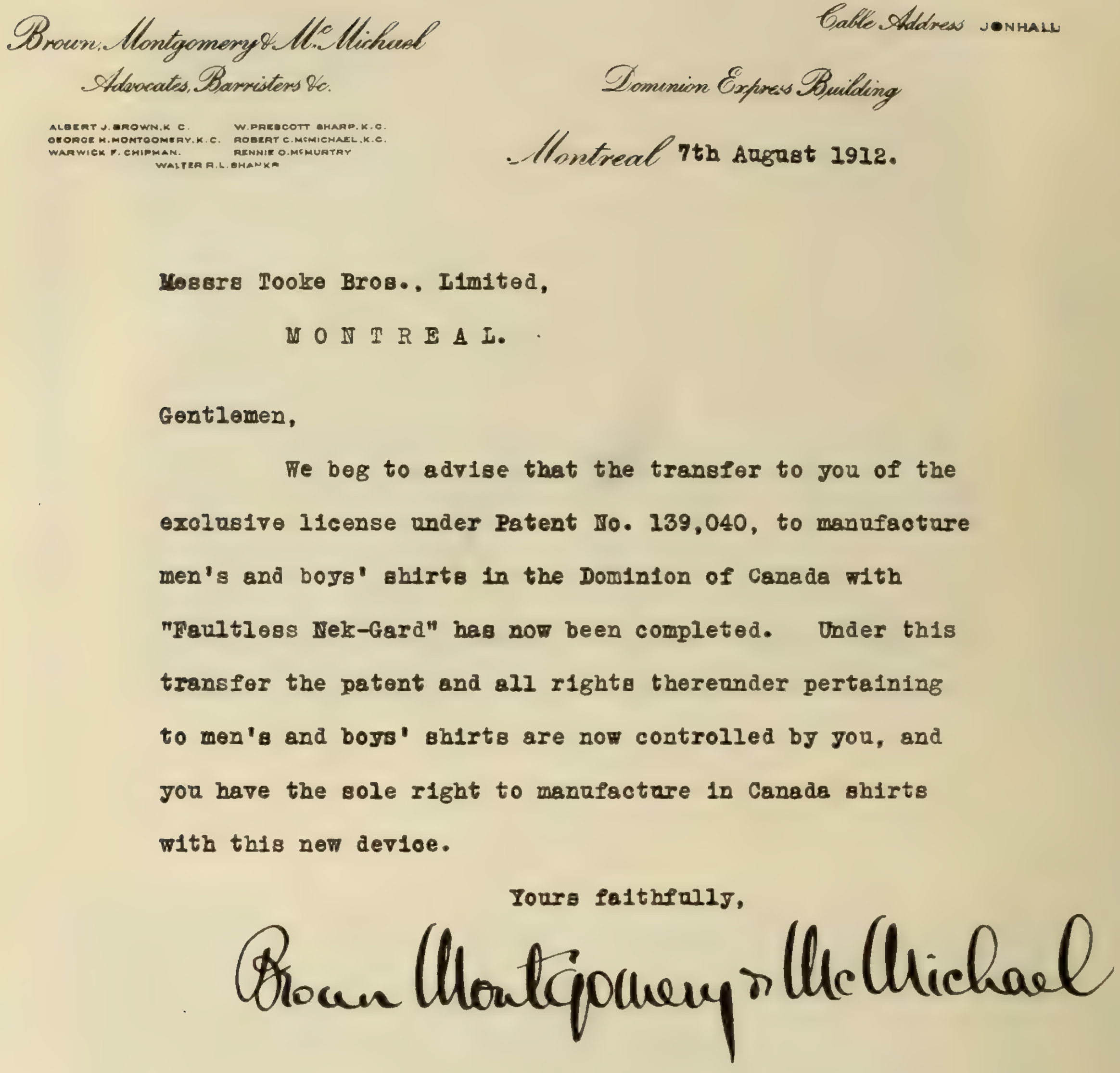
When R. T. Stanley and W. H. Bosworth, formerly of Bilton Bros., in King street west, chose the north side as the location of their new store, it was not without considerable observation as to relative opportunities apparent in the number of people passing to and fro. They concluded that, from that point of view, one side was as good as the other, and after weighing the theory that tradition and other intangible things were in favor of the south side, they decided in favor of the exception.

In every particular, their store, No. 92 King street west, is calculated to appeal to the class of trade which gives men's wear business in that section of the city a distinctive character. In appearance, it has neatness interpreted to a nicety. Although it has only 13 feet frontage, the windows are arranged so as to give a display space that is practically double the actual width of the store. A vestibule eight feet square



Custom shirt department and general interior view of Stanley & Bosworth's new store, Toronto. See descriptive article. Note fixture on left in lower cut, with space for unit displays, also artistic groupings on table and cases.





Brown, Montgomery & McMichael
Advocates, Barristers &c.

ALBERT J. BROWN, K.C. W. PRESCOTT SHARP, K.C.
GEORGE H. MONTGOMERY, K.C. ROBERT C. McMICHAEL, K.C.
WARWICK F. CHIPMAN. RENNIE O. McMURTRY
WALTER R. L. SHANKS

Cable Address JONHALL
Dominion Express Building

Montreal 7th August 1912.

Messrs Tooke Bros., Limited,
MONTREAL.

Gentlemen,

We beg to advise that the transfer to you of the exclusive license under Patent No. 139,040, to manufacture men's and boys' shirts in the Dominion of Canada with "Faultless Nek-Gard" has now been completed. Under this transfer the patent and all rights thereunder pertaining to men's and boys' shirts are now controlled by you, and you have the sole right to manufacture in Canada shirts with this new device.

Yours faithfully,

Brown Montgomery & McMichael

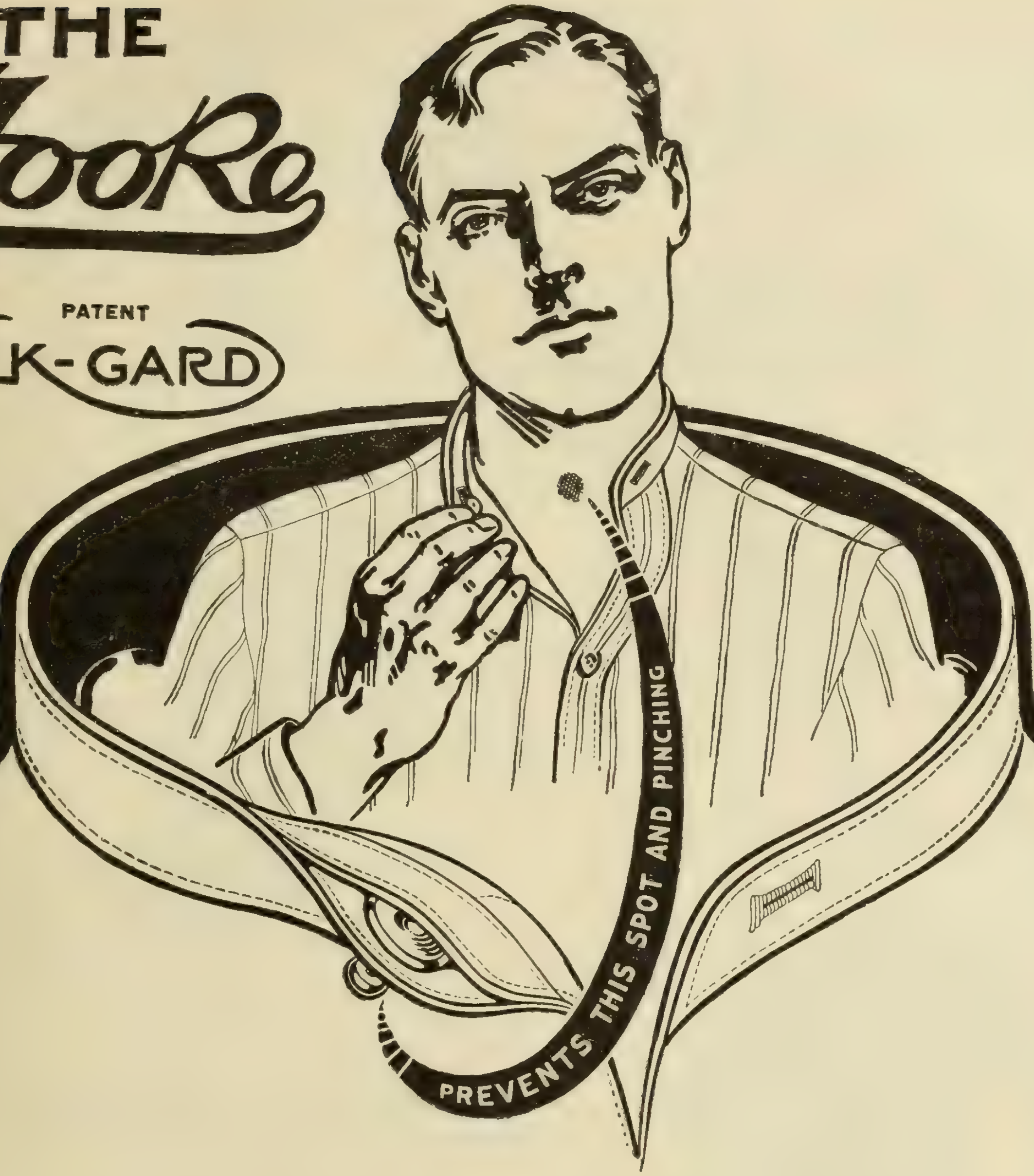
As the above letter shows, we have secured the exclusive rights to manufacture in Canada shirts on which this Patent Nek-Gard is used.

In our Spring Line of Shirts for 1913 we are introducing this already popular improvement which will be known in Canada as the

"TOOKE NEK-GARD"

THE Tooke

PATENT NEK-GARD


PREVENTS THIS SPOT AND PINCHING

"The greatest thing that ever happened to a shirt"

This Patent "Nek-Gard" has been a tremendous success in the United States, and has proven as necessary to the shirt-wearer's comfort as is the back cushion band now in universal use.

In Canada this Patent "Nek-Gard" can be used only on Tooke Shirts. This means that more men than ever will buy Tooke Shirts. The addition of the convenience and comfort of this "Nek-Gard" makes Tooke Shirts different from any others on the market, and still further emphasizes their superiority.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings

Winnipeg Warehouse - - 91 Albert Street

and flanked by windows, each having a depth of 2½ feet, has been formed, and in these men's wear units, furnishings on one side and custom-tailored garments on the other, can be very effectively arranged. The floor of the vestibule is tiled, with the name of the firm, "Stanley and Bosworth" contrasting.

ARRANGEMENT OF FIXTURES.

The store has a depth of 80 feet and includes the following departments—men's furnishings, occupying about 30 feet of the length; custom-made shirt department, in a recessed space 10 x 8 feet; a private office similarly arranged; the custom tailoring section in a wider portion of the store, with a space about 30 x 20 feet, and stockroom in the rear.

A fixture that suggests many advantages in displaying stock effectively and at the same time keeping it in excellent condition, is that which equips the furnishings section. It is 28 feet over all, is eight feet high and is divided into three parts—neckwear, gloves, and shirts, with different sized receptacles for each. Neckwear is in the section nearest the entrance and this portion of the case is in three parts. The base is for stock, and has sliding doors with a corner space for unit displays. The middle section is divided into glass fronted drawers, those for neckwear being 13 inches deep, 12⅜ in. long, and 2⅞ in. high. By the use of these drawers it is possible for the salesman to handle his stock with greater facility, keep it in very neat condition, and shows sufficient of the article to enable the customer to make suggestions should he notice a preferred color. The glove drawers are built on the same principle, the dimensions of each being 12¼ in. deep, 10⅛ in. long, and 4¼ in. high. Special drawers for shirts are each 10⅝ in. long, 10 in. high, and 22 in. deep, while the open shelving of the store is 34 inches long and 10 inches high. The upper section of the fixture is in the form of a series of display cases each 69 inches long and 22 inches deep. These can be very effectively trimmed, as shown in the views of the store and suggest an enclosed ledge trim with loss from exposure of goods eliminated. A three foot mirror section is in the centre of the fixture and in front are two glass display cases and a counter-high cabinet for shirts. All three are used to advantage for attractive units, while on small tables and chairs selections from a very choice stock are suggestively arranged. In the custom shirt department the materials are neatly arranged in shelving on each side and in the centre is a table for display.

The woodwork throughout is in fumed oak, the floor being of polished maple. A soft, steady light, agreeable to the eye, and complementary to colorings and weaves is shed by a series of large, white lamps.

KNOW WHAT TERM "EXCLUSIVE" MEANS.

Having been associated for some years with a King street firm, that of Bilton Bros., both Mr. Stanley and Mr. Bosworth are in excellent position to know the requirements of the trade in that section of the city. Their store suggests the importance that here attaches to the term exclusive. Mr. Stanley was with Bilton Bros. for ten years, having charge of the furnishings and custom-made shirt departments. For two years he conducted their Winnipeg branch, and has had extensive buying experience. Mr. Bosworth was with that store for five years as cutter and designer, and to him the proposition is by no means unfamiliar. Both men have wide connections, and are in every sense well equipped to make their store the centre of a large share of King street trade.

SPECIALIZE IN ENGLISH LINES.

"It is our intention to specialize strongly in English goods," said Mr. Stanley, "and we shall pay considerable attention to personal designing with a view to exclusiveness. So far as our advertising is concerned, we shall, in addition to the newspaper, use a carefully selected list and issue neat folders regularly, calling attention to special features. Efficiency of service will, however, be emphasized as one of the strongest factors in maintaining the confidence of our customers."

Would the Boss Give a Rebate

Continued from page 70.

In the first place let us suppose the merchant was in the habit of having a periodical sale, which would be common knowledge to all his customers. If so, and such a case arose he could answer thus: "Well sir, you know when you made your purchase, that we sold you a suit that carried every ounce and cent of value for the price charged. You had the very pick of our stock in all its freshness, and free from that mussed and shopworn look that daily handling and trying on of suits causes. You know, further, that we sold you a suit with our reputation behind it. Also, if you remember, when selling the suit to you, I suggested that any time you wanted it pressed up, bring it along and the pleasure would be ours. You have had the satisfaction of having a suit that your friends have admired on you. As witness your friend here getting one very similar, and which your friend is $3.00 in, it is on me, though sheer force of circumstances, backward seas on bills coming in, and all the other little extras, that have compelled me to make him a present of the suit, plus the cost. Now, we have always used you well, given you always a square deal, and I'm sure we're not to be bad friends over this."

I think the purport of the above monologue, spoken suavely and tactfully will prove to your customer your own square methods and do much towards convincing him that you know your business, how to handle it, and how to keep and prosper it.

ADHERE TO PRICES.

W. C. Forman:—A wise merchant will establish certain rules for the guidance of his business, so that each customer will receive the same treatment at the hands of his employees, and at his own hands.

These rules will be made known to his employees, and he should insist in a kind, yet firm way that they be carried out in the conduct of his business, and he will see that his own actions conform to the rules he has established.

"Monarch Knit"

M53

Sweater Coats

LOOK THROUGH YOUR STOCK
OF SWEATER COATS

Possibly you are out of some colors or sizes. Send us your sorting order. Our Mail Order Department is at your service.

Shaker Coats

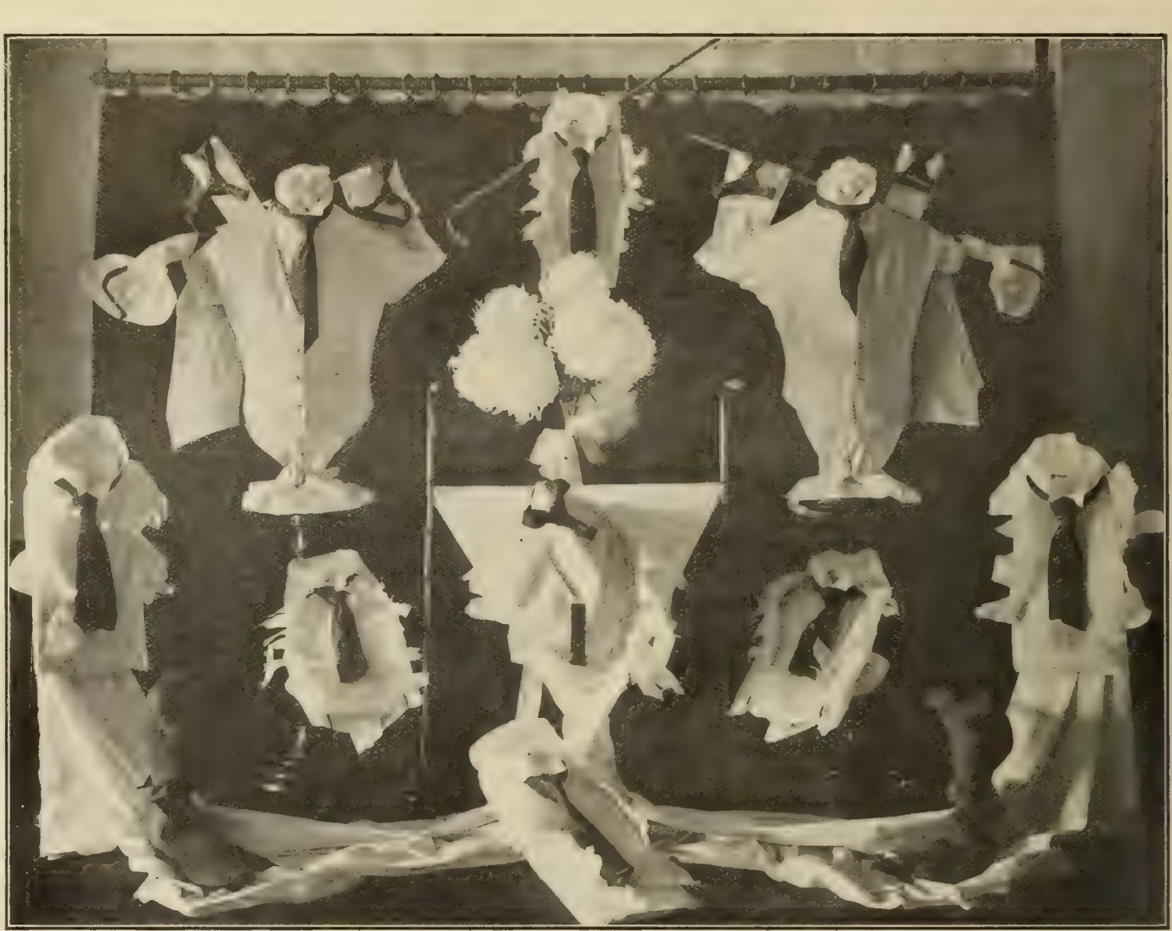
Our Shaker machinery is of the very latest type, producing strictly full fashioned garments. If you want knit goods of quality, style, and expert workmanship buy "MONARCH KNIT."

M33.B

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at:
DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



Fixtures used are pedestals, trouser stands, vest forms and a 23 in. triangle board made of 1 in. stock. Cover triangle with shirting and place upon easel and coil around same to floor. Wrap remaining goods around boards the width of goods, and rest against shirt easels. Pin a shirt with torn paper to top of same, then do same with vest on top of triangle. Cover vest forms with shirts and then place vest upon same, showing both buttons and button holes. Place a cane through shoulder of vest, with sleeves draped over each end, then pin cuffs on top of shoulders. Flowers in vase are placed on haberdasher in rear of triangle. Shirt in rear of window is fastened to a trouser stand by coiling sleeves around cross bar of stand.

A merchant should make it a point to see that all the goods he offers for sale are marked at prices which make them to be good value, then the merchant will be in a position to have one price only and to stick to it always

It may, however, be found that goods which are good value, do not sell, or are slow sellers, and it will be needful to reduce the price in order to move them out.

As long as they are offered at the first price they were marked, every purchaser should pay that price, once they are marked down every customer should pay the marked down price.

In this case we would say:—“Well, now, let us look into this matter and see how it works out. We want to be fair, and we are ready to believe you only want the fair thing, so I think we'll get on together.”

“That's right, I only want a square deal.”

“The price when you bought your suit was $18.00; had Mr. Jones, who bought a suit to-day for $15.00 bought then, he would have paid $18.00, no more, no less. To-day you can buy it for $15.00, same as Mr. Jones pays.”

“Oh, yes, but I don't want another suit.”

“Do you remember what you told me when you bought it, how that it was a better suit than one they asked you $20.00 for across the street.”

“Yes, that is so, it was good value at $18.00, but here Jones gets one for $15.00.”

“True! do you remember the set of furs you bought for your wife for $30.00. The same day you bought the suit?”

“Yes, I do.”

“Well, we had to get some more of the same furs and they have advanced in price. We have to sell them now for $35.00.”

“Oh, is that so. I hit it alright there then.”

“Now, if I ought to allow you $3.00 rebate on the suit, don't you think it would be equally fair to ask you to pay me the $5.00 advance on the furs?”

“Well, really, I suppose one is as fair as the other, so I guess we'd better call it even, and let it go at that.”

“Yes, it seems to me the fair way is to buy to-day's goods at to-day's prices, and to-morrow's goods at to-morrow's prices, and stand by our purchases whether prices go up or down.”

“Sure, I believe you've struck it right.”

F. O. Hollis, Brampton:—Sorry you happen to have just bought a suit similar to that which we have now reduced, but it only goes to prove that our sale is genuine. We do not consider we have done you any injustice. We gave you good value or you would not have bought it.

At certain times, in order to stimulate trade or clear out certain lines, we put on a special sale, and it just happened to be a few days after you had purchased yours. The chances are such an instance wouldn't happen in months again.

We have sold dozens of these suits, so you can readily see we couldn't return your money without doing so with others. The chances are that you have bought at our sales goods much below the standard price, so you see it works both ways.”

Why Radium?

YOU ask why "Radium" hosiery for men is most popular with the well dressed man—well, here is your answer.

"Radium" Hosiery fits, and that word is most comprehensive; it means not only the shape when bought first, but the shape after it has been worn and washed. "Radium" hosiery has that refined, clean cut finish which spells popularity with your better trade, and more than all, it wears well because it is made of the best yarns, properly dyed.

The price, too, is reasonable, and from your standpoint, Mr. Merchant, the profits are good. THAT'S WHY YOU SHOULD HANDLE "RADIUM."

PERRIN FRERES & CIE.
28 Victoria Square, - MONTREAL

Above Them All

For downright satisfaction, there is one brand of boys' bloomers that stand supreme above all others. That is

LION BRAND BLOOMERS

They are bought in preference to other brands by the parents who know.

WRITE FOR SAMPLES

THE JACKSON MFG. CO.,
CLINTON, ONTARIO
Factories: CLINTON GODERICH EXETER

"KING EDWARD" SUSPENDERS

Retail 50c. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Retailers to Adopt Standard Stock Record

Committee in session at Chicago consider the merits of different methods — Three simple and practical forms adopted — Clothing record to keep track of customer's name, address and size of every suit sold — Preventive against over-buying will be of great benefit to smaller merchants

A COMMITTEE of retail clothiers recently met in Chicago to discuss a stock keeping record plan, their argument being that one of the greatest problems confronting them to-day is the correct tabulation of stocks.

After a thorough study of the numerous clothing records from all parts of the country, three simplified and practical forms were drawn up and adopted by the committee of the whole. One is a stock record, showing swatches of the garments, and spaces for the checking of daily sales from the sleeve tickets and sales slips. This record sheet also has space for the name and address of the customer, name of salesman, cost of alterations, etc. The second form is a permanent stock record to be posted at intervals from the daily record. The third form was a sleeve ticket. These three forms will be perfected and copyrighted by the committee, after which they will be placed in the hands of stationery houses and printers on a royalty basis. Whatever sum is derived from their sale will be used in furthering the work of the clothiers' organizations.

The sub-committe on records for hat and cap stocks, furnishing goods and office forms will gather their data and report at a future meeting of the committee as a whole. The idea of the organization is to compile a practical and complete set of store records from sales slips to bookkeeping forms.

RECORD OF CUSTOMER'S NAME.

One feature of the clothing record adopted at the meeting, according to Men's Wear, New York, is the space for keeping track of the customer's name, address and the size of every suit sold. While a record of this kind is not always considered practical, in the largest stores, some of the clothiers present at the meeting considered it an invaluable feature. As one of them put it: "If John Jones buys a suit of a certain size this spring I can almost count on John Jones being a customer for that size next season. It also gives me a very valuable check when a cretain style or fabric goes wrong. For instance, I sell a half dozen suits of a fabric which the maker guarantees and I guarantee to my trade that they will not fade. In a few weeks one of my customers brings back one of these suits and shows me it has faded badly. Of course I can make good with him immediately; but what of the other five if I have no record to whom I sold? They may be the kind of men who will not kick, but will just remember how I beat them and, without saying a word to me, transfer their trade to another store. With this record I can look up the five other purchasers of that lot and write them a letter stating I have found the suit I sold them was not what I guaranteed it to be and ask them to call at the store so that I can adjust the matter. In addition these names give me a live mailing list. I can write personal letters to people of a certain size." Another feature mentioned at the meeting was the value of having a lot number which will tell at a glance the age of a garment. One member present stated that when he started in business seventeen years ago he placed the letter A in front of the lot number on all stock. The next year the letter B, and so on. New, at a glance, he can tell how long a garment has been in his store.

PREVENTIVE AGAINST OVERBUYING.

Accurate stock records are one of the safest preventives against overbuying. Manufacturers in the United States hail the movement as one which accords with the principles which they have advocated for years. One of them is credited with the following statement: "The manufacturer makes money only as long as his customers make their business pay. For this reason it is obviously of great benefit to the maker to deprecate overbuying by the retailer. This, in my mind, is a greater evil than underbuying. It is true in a measure that many retailers have inefficient methods of keeping stock and are thereby led to buy more heavily than they should. I should certainly be in hearty sympathy with a movement to impress upon retail clothiers the advisability of paying greater attention to stock keeping details.

"I must say, however, that the larger dealers—the most successful ones especially—have the science of stock keeping down to a finer point than many suppose. Most of these turn over their stock completely during the season. Having funds to advertise and draw the public. It is the smaller fry, who are unable to draw the crowds through publicity media, who find themselves 'stuck' with last year's deadwood and it is in this direction that the movement in question should take its course. Despite his smaller stock, and the corresponding simplicity of keeping track of it, it is the smaller retailer who chiefly needs education along this line. With his limited funds and the consequent need of his stock being constantly in motion, the gathering in of such loose ends as the wastes incidental to ignorance of stock conditions is of vital importance to him.

"Other points closely related to this one of stock accuracy should be impressed on the retailer. There

Concluded on page 81.

CLOTHING FOR MEN AND BOYS

The opportunity of the boys' and children's department — Interesting the men of to-morrow — Peculiarities of the business require tactful salesmanship — Present demand, Fall deliveries and Spring lines keep makers busy

THE end of the vacation season is now approaching and this means an opportunity that should help in the introduction of new Fall lines, particularly in the boys' and children's department. This is a class of trade which every men's wear store can afford to develop. Not only does it bring them into contact with the men of the future but it also interests the parents, and that is important especially at the opening of a new season.

Not a few men's wear stores have considered it advisable to go after the "little men's" trade by adopting a system calculated to center interest in their store. The presentation of birthday favors is probably one of the most successful of these. With very little attention it works automatically, gives the merchant an excellent mailing list, and informs him upon many matters useful in his business. The distribution of souvenirs in connection with any special event is also a trade-winning method that never fails to create a favorable impression—and it is an impression which works for the store long after the sale has been made. Merchants who have specialized in this class of trade will declare without hesitation that once they obtain the patronage of the children of a household, the other older members are a much easier proposition.

In many stores where space can be afforded, the boys' and children's department are given a distinctive position, in charge of a salesman who is competent to handle the business satisfactorily. This is in itself one of the most important points in conducting such a department. In nine cases out of ten the boy is accompanied by his mother. Women are always looking for values, and it will require infinite tact on the part of the salesman to meet that instinct intelligently and when it is all over, assure himself that the sale has been satisfactory. With the great variety that is now shown in boys' clothing the proposition is not becoming an easier one, but the man who knows his business, so far as the juvenile department is concerned, has one of the greatest levers for general business development. In men's wear stores, as in every kind of store, the feature that attracts the children will surely pull much other business as well.

Moderate Styles for Spring

"We have just put through a large shipment of clothing for a firm in British Columbia for present selling. We are rushed with our Fall stuff in order to have it in the hands of our customers for early business, and our Spring fabrics are now coming in, so that you see we are fairly rushed." Thus did a manufacturer size up the present situation in the clothing market. He expected to make his first displays of Spring garments about the end of August.

In Spring styles there does not promise to be any marked departure from those that were featured the past season. The demand is still for conservative lines or moderate English form-fitting type with natural shoulders and rolled lapels. The whole trend of style, both in the cutting of garments and in the fabric colorings is toward moderate effects. Blues, browns and greys will still be the highly favored colors for Spring staple business, but even the novelty fabrics show that quiet, subdued toning so characteristic of the present preference in men's clothing will rule.

◆

To Adopt Standard Stock Record

Concluded from page 80

should be outlet, for instance, for the little fellow's odd sizes. The 44 that is kept on the shelf year after year gathering dust is a positive loss of course. The larger dealer, as I say, can advertise and dump this 44 on the public. It is not right and fair that the small dealer should be choked up with this sort of fungus. But if there is no remedy for such a condition at this time, there is, at any rate, the opportunity for the little fellow to make up for this loss through blocking other leaks. Poor stock keeping methods constitute one of the most threatening of these."

Retail merchants of Toronto are protesting vigorously against the imposition of a $10 tax on electric signs. The by-law also requires them to give bonds for the security of the sign. The members point out that through these signs the civic streets are given greater lighting and a more businesslike and attractive appearance.

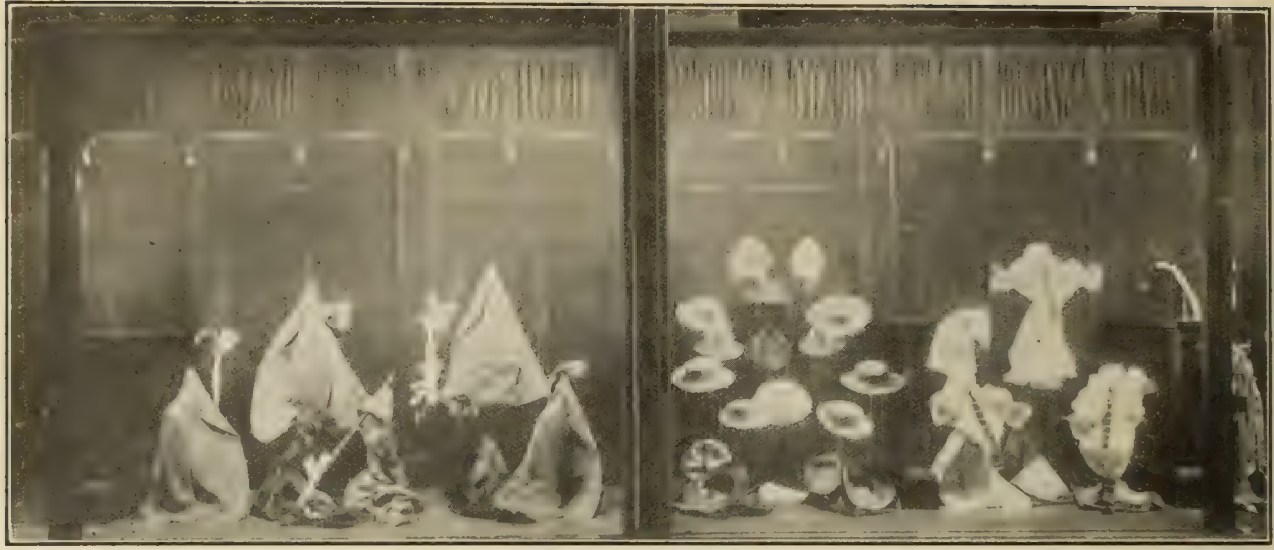


Fig. No. 2. Windows lighted with scoop reflectors placed 24 inches from centre to centre. A very open and brilliant effect is the result. See page 87.

Windows Demand Efficient Lighting

Conditions existing in front itself and in its surroundings must be carefully considered — Relative values of various colors in reflecting rays — Some faulty methods — Penny wise and pound foolish policy

By Joseph M. Weimer.

SUCCESSFUL show window lighting depends greatly upon the conditions existing in the windows, such as backgrounds, ceiling, floor and the proper placing of the light sources, as well as the proper type of reflector and lamp. To light a show window brilliantly and evenly without excessive cost, use of excessive wattage, is the goal for which we have all been striving.

Years ago it was found that the ordinary method of show window lighting was not efficient and that each individual type of show window required special treatment. In the past ten years there have been designed a number of special reflectors for use in show window lighting. These refletors have been made for use with various types and sizes of lamps and for the lighting of windows of different dimensions.

No attempt is made to light high, shallow windows with the same type of reflector which is used for low, deep windows, but average windows of the various types have been taken and special reflectors designed which would project the light rays in such a manner or at the proper angle so as to cover the background and floor of the window with a perfect and even distribution of light. The size and shape of the window determines the type of reflector which is used. The number of reflectors used depends on the intensity of the illumination desired. This is the most difficult part in engineering the lighting of show windows. So many things have to be considered in determining the degree of illumination necessary to make the window lighting a success.

Street lighting, neighboring windows, goods to be displayed, location of the store as to whether same is on a main street or a side street and the conditions existing in the window itself must be considered. We must take the background, ceiling, floor and the fixtures used for making displays into consideration. Light treatment of background, ceiling and floor mean a great aid to the lighting of the show window.

RELATIVE VALUE OF COLORS.

Scientists have made exhaustive tests as to the relative values of various colors in reflecting light rays. Some time ago an article appeared in the American Architect showing the results of tests made in Germany and printed in a German scientific journal, which were as follows:—

Dark blue reflects 6½ per cent. of the light falling upon it; dark green about 10 per cent.; pale red a little more than 16 per cent.; dark yellow 20 per cent.; pale blue 30 per cent.; pale yellow 40 per cent.; pale green 46½ per cent; pale orange nearly 55 per cent.; and pale white 70 per cent.

You will note the large amount of light which is reflected from white, 70 per cent. Compare this with the blue, 6½ per cent., green 10 per cent., and red about 16 per cent. The foregoing table shows pale yellow as reflecting 40 per cent. While this is not nearly as great as the percentage of light reflected from white, still it is much greater than such colors as blue, red or green. This argues well for a background made of light oak, maple, or any of the lighter finished woods.

Beaver Brand
KNIT GOODS

BEAVER BRAND

NOTE the neat tailored style of the Men's Beaver Brand Sweater Coat.

This is the prime reason for its popularity with the better trade, and why the well dressed class of trade, whose business pays best, insist on the "Beaver" brand.

We make men's, women's and children's Knit Goods of all kinds, including: Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.

R. M. Ballantyne, Limited

Manufacturers of the well-known
Beaver Brand Knitted Goods

Stratford, Ontario

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

MAPLE LEAF
BRAND
UNDERWEAR

embodies all the good points of high class underwear at a popular price. There will be a bigger demand than ever for this brand next season.

Write for samples.

THOS. WATERHOUSE & CO., Limited
INGERSOLL - ONTARIO
MONTREAL:
Watson, Weldon & Company,
Coristine Bldg.

Wreyford & Company
Toronto

WHOLESALE MEN'S FURNISHERS

Dominion Agents for

YOUNG & ROCHESTER, London

Manufacturers Shirts, Neckwear, Dressing Gowns, etc.

TRESS & CO., London

High Class Hats and Caps. Latest shapes The "Inver" and "Lothian"

AERTEX CELLULAR

Underwear and Shirts, Union Suits and Shirts and Drawers, stocked in Toronto

T. H. DOWNING & CO., Leicester

Manufacturers Hosiery, Knit Goods, etc.

COHEN & WILKS, Manchester

Rain Coats for Men and Ladies.
Rubber and yarn-proof. See our Hand Spun Coat—The "Thoroughbred."

Now showing Fall Samples
Spring Goods in Stock

A window, which is finished in light oak, can be lighted with much less wattage than a window which is finished in dark mahogany; likewise, a window in which white goods are displayed, can be lighted much more economically than a window for a display of dark clothing, furniture or hardware, such as stoves, tools and goods of a like nature.

LAMPS AND REFLECTORS.

It is impossible to establish a set rule as to just how many lamps or reflectors to use in any window without some knowledge of the existing conditions. In some cases clothing store windows have been lighted with lamps placed every 30 inches, and the windows were very attractive. In other cases, windows of the same general dimensions displaying about the same line of goods, have been equipped with lamps on 18 inch centres, and the result was not as good as far as attracting the attention of the public. In one case, the windows were on a street, which was not very well lighted and the neighboring merchants were not progressive enough to properly light their windows. In the other case, the windows were on a brilliantly lighted street and the neighboring windows were all very well lighted. The contrast in one case made the window stand out very prominently, while, in the other case, there was practically no contrast to speak of, and no matter how much energy and thought the window trimmer used in his displays, he could not put the pulling or selling power into the windows that his efforts deserved. The merchant in this case was saving about 20 cents per day on his former window lighting. His windows were better lighted than formerly and he thought that was all that was necessary. A few cents more a day would have made his show windows brighter than any of the neighboring windows. They would have attracted greater attention, produced more sales and furnished an incentive for the window trimmer to use his best efforts in arranging displays.

NOT GETTING MONEY'S WORTH.

The old adage "Penny wise and pound foolish" is one which can be rightly applied in many cases of show window lighting. Many cases are seen where merchants spend large sums of money building expensive backgrounds and ceilings in their windows, using beautiful woods, putting in fine parquet floors, and then equipping the windows with inefficient lighting equipment, or, in some cases, spoiling the effect of good lighting by placing large chandeliers in the centre of the windows. It often appears as though the merchant was trying to show the fixture or advertise the lighting companies.

Some time ago a very common method of show window lighting was the "border" lighting, that is, placing the light bulbs along the top and sides of the glass. This is a form of show window lighting which is most inefficient, the lamps being placed between the goods displayed and the public with the result of lessening the seeing power of the eye, as to see the goods displayed you must look beyond the source of light. The effect of this kind of lighting on the eye could be very easily demonstrated if we were to place a large lighting unit between the audience and the platform. It would be almost impossible for anyone to see with any degree of comfort what was taking place on the platform.

The very poor results derived from this method of show window lighting are evident and very few installations of this kind are now being made.

For a time outside arc lighting was attempted, but this is used very little at the present time. One can occasionally see a small store where the show windows are lighted with outside gas arcs, but these cases are rare.

NO GUESSWORK.

In engineering the lighting of show windows, nothing can be left to guesswork. It is necessary to know just what various reflectors will do when used in connection with the proper size and type of lamp, and from the curves showing the candle power produced at various angles by reflectors. It is possible to determine the reflector which should be used in any style of window.

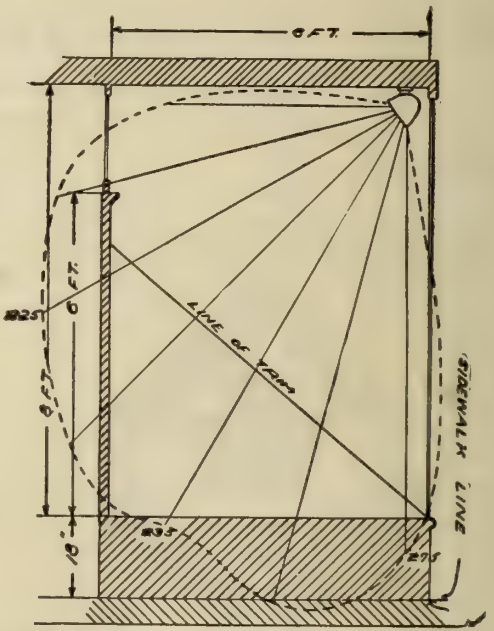


Fig. No. 1 — Cross section of window showing distribution of light. See article.

LOCATION OF LIGHT SOURCES.

The light sources or lamps and reflectors should always be placed as close to the plate glass in the front of the window as possible. The direction of the light rays is very important. The light rays should strike the goods on the same side and from the same direction in which the people are looking

Concluded on page 87.

The Finest Sweater Coat in Canada

Is without question that now being manufactured exclusively by the C. Turnbull Co. of Galt.

This is a sweater which will be in great demand by those who want something really good.

Every good merchant knows the quality of CEETEE UNDERWEAR. Every Sweater Coat is made with the same care—same process—same quality of wool workmanship as CEETEE underclothing.

Every join—seam—pocket, etc., is KNIT, not sewn, together. Every Sweater Coat is full fashioned and made from 6 strand pure wool. Send in your orders NOW and get the cream of your trade.

There is nothing in Canada or the world that can compare with

Turnbull's Shaker Knit Sweater Coats

Manufactured only by

The C. Turnbull Co, of Galt, Limited, Galt, Ontario

448

LINOLO COLLARS

Stand Where Others Fail

THE COLLAR FOR FATHER AND SON.

Made in all the best styles for men and boys, including the popular "Eton" collar for the younger boys.

The Smith-D'Entremont
Company, Limited

"LINOLO" WATERPROOF LINEN COLLARS

are made with or without non-corrosive, aluminum eyelet. Send for samples.

We extend a cordial invitation to merchants visiting Canadian National Exhibition to call and see us and learn more about our Linolo Collars.

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request

Greater Efficiency in Window Displays

Predominating note at Annual Convention of American Window Trimmers in Chicago — Draping demonstrations, unit display, illustrated talks, show card and air-brush demonstrations — Proposal to make improved store front and window displays a nation-wide movement — Co-operation of merchants, window trimmers and advertising men sought

THE display window as a practical advertising medium was the predominating note at the 15th annual convention of the National Association of Window Trimmers at Chicago, August 5, 6, 7 and 8. More than 500 decorators were present. The programme was instructive, practical and entertaining throughout, and the meetings were in every sense a success, emphasizing as they did the high standards that have been developed in the art of decorating as an effective commercializing force.

Features were the draping demonstrations, talks on show card and airbrush work, illustrated addresses on window and interior decorations, store and window lighting, construction, and the importance of the window trimmers' work as an advertising adjunct.

SHOW CARD DEMONSTRATION.

L. O. Butcher and G. Wallace Hess, Chicago, gave two very interesting talks on show card work. Mr. Butcher's address appears in this number. Mr. Hess discussed some of the problems of show card writers such as alphabet formation, speed, cost and the advisability of combining the card-writer's and window trimmer's duties with the object of becoming still more valuable to the employer.

Harry C. Davis, decorator for M. L. Rothschild, gave a clever demonstration of Men's wear units and displays, and N. C. Stalcup, Burson Knitting Co., explained the proposition of manufacturers' hosiery displays, and put up one of the series of windows now being run by his firm through co-operation with merchants and window trimmers.

Edward N. Goldman, Selfridge & Co., London, Eng., gave a short talk on differences in window dressing in England and America and the gradual changes taking place in London, Eng., in the methods of window and interior trimming.

Will. H. Bates, Koster School, Chicago, draped several improved model figures and forms in fashionable effects showing many new ideas in Fall draping, suit, coat and dress styles, including the pannier. One drape was shown on a living model. The posing and trimming treatment of this display was full of suggestions to be carried out during the openings.

ILLUSTRATED TALKS.

In the evening, Jerome A. Koerber, Strawbridge & Clothier, Philadelphia. presented his illustrated lecture, emphasizing the importance of merchandising windows and the business side of decorating. During the showing of beautifully colored displays, windows, interior and special exhibits, several subjects of vital interest to the average window man were touched upon, such as proper recognition of assistant's ability and necessity for harmony with buyers and heads of departments; growing importance of decorators in advertising and merchandising; care of materials on display and methods adopted in checking goods between departments and windows. While inspiring a trimmer's confidence in his ability to succeed the talk included an educative criticism of window work and impressed upon decorators the value of commercial decorating.

WINDOW CONSTRUCTION.

Joseph M. Weimer. of The Curtis-Ledger Fixture Co., spoke during this session on window and store illumination, dealing with each phase of this problem from a practical and scientific standpoint. The suitability of different lamps and reflections to various windows was explained by means of lantern slides. Correct and incorrect angles of reflection and best combinations of reflectors, according to the size and shape of windows to be lighted were shown. Various widows of many kinds of merchandise were shown to compare proper and improper lighting in the same space. All modern methods of store front construction were handled with a view to maximum efficiency in lighting.

Wednesday morning, Jerome A. Keorber gave his demonstration of figure draping and emphasized speed and proper care of goods used. Two stylish, full-figure drapes were quickly made, combining soft silks. laces, ribbons and buttons on a dress form of original design. Examples of how to tie a bow knot and make a "Pompadour" bow by arranging seven shades of ribbon at once appeared easier than decorators usually find in doing it. Possibly, the most forceful lesson of this feature was conveyed in the skill of handling and in retaining freshness of materials.

George H. Kranenberg, of Grand Rapids. gave a demonstration which appealed to many trimmers as a new field of opportunity, namely, plastic relief as applied to card and window work by the use of stencils and relief bulb. Some beautiful designs and color formulae were made and explained. Any of

S. B. Vanhorn, National Cash Register Co., also spoke upon the same subject, referring to excellent results of an experiment in Dayton, Ohio, in which merchants had been induced to put forward their best efforts in display for a certain period and had thus demonstrated to themselves the importance of effective windows.

The proposal was endorsed by the meeting and a committee was appointed to report on the advisability of the campaign. Trimmers will notify the committee as to the opportunities in their respective localities.

R. R. Shuman, of the Liquid Carbonic Co., Chicago, impressed the convention with his cartoons or chalk talk. He discussed several important window features, compared displays and called on the decorators to exalt their calling by greater efficiency and by demanding a proper proportion of advertising allotment in view of the numbers of people to be reached by this department of publicity.

AN INTERESTING LECTURE.

Geo. J. Cowan then gave his stereopticon talk on windows and store front construction of different periods and countries. Several slides brought from London by E. N. Goldsman were shown. The entire talk was entertaining and educative. The views were explained and commented on by Mr. Cowan, from time to time.

For the entertainment of visiting decorators, a moonlight excursion on Lake Michigan and a banquet were arranged.

* * *

Windows Demand Efficient Lighting.

(Concluded from Page 84.)

flectors fairly close together and using a smaller size of lamp than would be possible if an extra large size of lamp were used and fewer reflectors. Where only a few lamps are placed in a window and these lamps are of the more powerful type, the result in nearly all cases is that you have a spot light effect in the window directly underneath these large units, where, by placing the reflectors all along the front of the window you distribute the light in such a manner and the light is radiated from so many different sources that shadows and streaks of light are entirely eliminated.

PROPER LIGHT DISTRIBUTION.

Cross sections and floor plans of various windows are here shown to illustrate the distribution curves of the reflectors.

For the average show window, where the depth of the window is two-thirds of the height, we find that the scoop reflector will cover this window best with an even distribution of light, that is, covering the background and floor of the window.

Note figure No. 1 showing the cross section of a window 8 feet high and 6 feet deep and placing the curve of the scoop reflector on same, we find that the distribution of light from the scoop reflector will cover the entire line of trim, that is the place which would usually be occupied by the display of goods. This distribution curve shows that the downward candle power directly underneath the reflector would be about 275. At an angle of 45 degrees we note that the candle power is about 235 and where the light would strike the upper part of the line of trim, the candle power delivered would be about 225, that is with a 60 watt clear bulb Mazda lamp.

The intensity of illumination desired would determine the number of reflectors used. Where the street would be brilliantly lighted, neighboring windows well lighted and the background and fixtures would be of a medium color, that is not too dark, the window would be well lighted by using the reflectors every 15 inches apart. 60 watt clear bulb Mazda lamps should be used in an installation of this kind.

Figure No. 2. This represents a photograph of a window lighted with scoop reflectors. In this window, the scoop reflectors were placed 24 inches from centre to centre. The window was 8 feet high and 6 feet deep. The background was of a light golden oak, goods displayed in the furnishing goods section were of a light nature, the clothing displayed was also of a light nature. The lighting of this window was very even and brilliant, the medium dark background and light goods forming a very good contrast in the window. Where a dark background is used and the street is very brilliantly lighted and dark goods are displayed in the window, it would require more light and the reflectors should be placed closer together. In some instances, where very brilliant windows are desired, these reflectors are placed as close as 12 inches from centre to centre.

(*Continued in September 18th Number.*)

* * *

A clothing house in the West is evidently indignant because another merchant appears to be imitating its advertising methods. Here is how he gets after the other fellow: "Still shows no principle. Another one of the many advertisements copied by the so called merchant appeared in Friday's paper. The statement made by this merchant cannot be true as they are merely copied. The same house recently conducted a 'face to face with trouble sale.'"

ZIMME

1912 Sales Many Times Greater Than Expected

All Records Broken in 1912 by the Force of Quality and our powerful advertising. ::

DURING the summer of 1912, dealers who handled ZIMMERKNIT, sold many more goods on the average than they had planned to sell.

Jobbers' stocks were simply annihilated and we were compelled to operate our plant late into the season to take care of repeats.

This was accomplished in spite of the most discouraging weather conditions in many years. But our strong advertising enthused the public with the ZIMMERKNIT Idea. Those who bought returned to buy again and ZIMMERKNIT outsold all competitors.

ZIMMERKNIT dealers made big profits in 1912. The same dealers will make more in 1913. They are wisely placing orders now for their complete Summer requirements.

They know what they are up against—what a hit ZIMMERKNIT has made with the public—what a powerful sales-aid our advertising is to each of them.

You' too, should sell ZIMMERKNIT this coming season. If you do, your underwear business will expand as it never has before. And you will make a larger margin of profit with a quicker turnover. ZIMMERKNIT need never be sold at a sacrifice to clear it out.

But—order now. Ask your jobber to show you the line. Or write to any of our agents mentioned on opposite page.

UNDER

RKNIT

A few Special features of the ZIMMERKNIT Line

No. 1064 This is a two-thread combed Egyptian shirt and drawers for men. You will not find another garment in Canada to equal this at 50c. retail. Be sure and see it.

Closed Crotch Combinations In all qualities we embody the best design of closed crotch. This feature provides the maximum of comfort—something better than you have ever seen before.

Mercerized and Lisle Our line of mercerized and lisle goods is above the ordinary in quality and finish. Be sure and see these. Some of the most select stores are handling them in preference to imported lines.

Porous-Knit ZIMMERKNIT Porous-Knit goods are famous for their quality. They give a perfect fit in this light and airy texture—different in quality because they are supremely best.

Boys' Jerseys This popular line is meeting with tremendous favor. We have the widest range to show you.

Girls' Jerseys With square effect necks—something exceedingly fine in quality. Will appeal to every girl. The price is right, and good profits can be quickly made.

Ladies' Combinations A complete line corresponding in quality with our extensive men's lines. The fine shaping of these garments and the perfect quality of yarn and finish which goes into their making ensures their being highly salable amongst women of all classes. This is a line you should study carefully.

E. H. WALSH & CO.
TORONTO
Agent for Quebec, Maritime Provinces, Manitoba, Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of Ontario.

A. R. McFARLANE
VANCOUVER
Agent for Province of British Columbia

Zimmerman Manufacturing Co.
LIMITED
HAMILTON - - - ONTARIO

WEAR

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

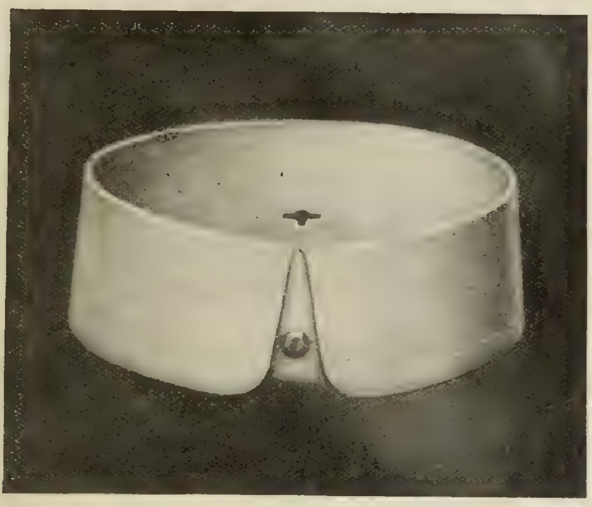
Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped.



Certainly—

The collar for you to handle, Mr. Retailer, is the collar that looks best and, at the same time, gives the purchaser absolute satisfaction.

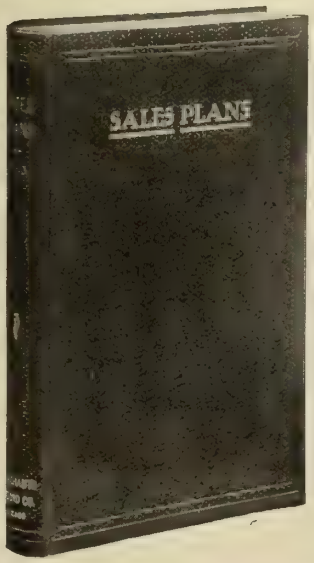
CHALLENGE COLLARS

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes. Send for sample of our $1.25 Outdoor Brand.

SAMPLES ON REQUEST

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



Every Ambitious Merchant

SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

Are You a Large User of Buttons ?

In other words, are you a manufacturer of garments?

Our buttons are right
Our prices are right
Our styles are right

because we are button specialists and can supply everything you may require in buttons, such as, "Ivory," "Anchor," "Brass," "Hornoid," "Pearl," "Crochet," "Fancy Metal," "Furriers."

Our **Plain, Fancy** and **Combination Covered Buttons** made in our factory are of large variety and very best materials.

We carry the largest range of import Samples in Beaded, Silk and Cotton Fringes, Tassels and Dress Trimmings of every description.

We extend a cordial invitation to BUYERS visiting Canadian National Exhibition to call and look through our line. We can interest you.

A. Weyerstall & Co.
BUTTON MANUFACTURERS
Head Office: TORONTO, ONT.
Branch Offices:
WINNIPEG, MAN. MONTREAL QUE.

NECKWEAR AND ACCESSORIES

Manufacturers busy with Fall and Christmas lines — The return of the polka dot in ascots, derbys and bows — Plain baratheas for Spring — Another manufacturer discusses the price situation — As much to the benefit of the retailer as the manufacturer to feature better grades — Original designing

THE requirements of Fall and Christmas neckwear business is now engaging the attention of manufacturers. The Summer season has been an exceptionally good one, as this is a department that is not generally affected by those adverse weather conditions so unwelcome in the clothing section.

In exclusive stores, some advance showings of neckwear, for the most part imported lines, are now being shown. That polka dots seem to be regarded with favor is evident from the displays of derbys, Ascots and bows in these stores, and while manufacturers state that this neckwear is staple and always appears in their sample ranges, there is reason to believe that spots are returning to a prominent position. At those Summer resorts where dress looms large as a season feature, they are said to have been much worn particularly by visitors from across the line. Recent news from London also confirms this vogue. The spots tend to the large rather than the small order.

NEW FALL LINES.

Persian patterns and colorings, in soft combinations, are also featured in the early Fall lines, and foulards are here a favored fabric. Zibeline silks, introducing a veiled effect, by which the basic color is subdued in tone and a shimmering or "changeant" suggestion produced, are being exceptionally well received. In fact, this is a material which, judging from sales, promises to be one of the outstanding features of the Winter season. Not only are they being used in the popular border end ties, but are also making their appearance in higher-priced neckwear. One house is using handkerchief squares of this material with border ranging from four to six inches, two ties from a square, in flowing-end derbies for the holiday trade. A beautiful line of neckwear and one which is already selling rapidly, has thus been produced.

The persistency with which tab collars have been pushed during the past two seasons, has not been without results. This development has created a demand for Ascots and bows and this is another feature for the Winter season which will be seized upon by manufacturers as a means of broadening their ranges to good advantage.

That plain baratheas will be a feature of Spring trade is one manufacturer's confident prediction.

The neckwear demand still tends in the direction of better prices and it is evident that retailers are realizing their opportunity for this move in the excellent values that are now being featured.

SEVENTY-FIVE THE POPULAR PRICE.

"The time is not far distant," writes a manufacturer to The Review, "when seventy-five cents will be the popular price for neckwear. I am very glad to see that the Men's Wear Review has taken up this question in the way it has because it is as much for the benefit of the retailer as the manufacturer that the trade should be won away from those stereotyped prices which only give a minimum profit. Values on the market to-day compare favorably with those of any market in the world and the same may be said of the materials and designs.

What one of your correspondents says with regard to Toronto is true, that it is the cheapest necktie city on the continent—not from the standpoint of quality, but from a merchandising point of view. Haberdasheries in that city could not only raise the standard, nearer to that of New York, but by doing so would set an example which would be immediately followed by other parts of the older provinces. The West is getting better money out of their neckwear than is the East. I am correct in saying that there the popular price is 75 cents, and I am confident in predicting that it will shortly rule in other parts of Canada as well.

"What the retailer is probably not conversant with is the process of designing special patterns for new neckwear, the weaving of the silk and the final manufacture. When the representative of a silk house calls on a maker of neckwear, he does not for a moment expect to receive an order for so many yards of this, that and the other pattern or weave. Rather are the samples submitted to the manufacturer by way of suggestion as to the fabric itself. He may select certain patterns and require the exclusive right to certain weaves, but his greatest guarantee of exclusiveness is his own ingenuity and originality in designing his own patterns. The vogue of border-ends, diagonals and bars is in fact a tribute to the designers of the neckwear houses. Many of the best sellers were made up in this way and woven on special cards in the silk mills of Europe. Here is another item. Every time a new design is submitted it means new cards, and a new set-up for the weaving machine. This last change cannot very often be made for less than $25 and a silk weaver must be sure that the order is worth while before going to this trouble and expense. There is a greater degree of art about the production of neckwear to-day than the average retailer realizes. This tends to much higher standards, the minimizing of designs that stick and greater opportunities for better prices.

There has been a very considerable increase, therefore, in the cost of manufacturing, and in spite of this the values that have been placed on the market at 25 and 50 cents have been exceptional. It is time for a change that will mean better profits both for retailer and manufacturer. We would like to hear what the retailers themselves think about it.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the Review do not necessarily hold themselves responsible

Tooke Bros. predict for 1913, a strong preference for neat, clean-cut patterns. In plain shades, whites and light tans will be favorites.

Their range of fabrics for Spring has been very carefully selected, and represents exclusive productions of both European and American markets. They are introducing a great variety of novelty weaves in Barathettes, cross repps, matt weaves, fine light poplins and crepe weaves, all touched up daintily with clean stripes and Jacquard figures. Their showing of the well-known Tooke cloths, "Tokeno" and Near-Silk" is very strong, and they are also featuring the popular "Soisette."

In shirt-making, too, the Tooke 1913 Spring line shows quite a number of novelties which will appeal strongly to a certain class of trade.

Another very strong feature which they are bringing out is the Tooke Patent Nek-Gard, "the greatest thing that ever happened to a shirt," which is illustrated in one of their advertising pages. This "Nek-Gard" has been a tremendous success across the line, and has proven itself as necessary to the shirt-wearer's comfort as is the back cushion band, now so universally used.

Tooke Bros. have secured the exclusive rights to use the "Nek-Gard" in Canada. With this added convenience and comfort, Tooke shirts are bound to be even more popular than ever.

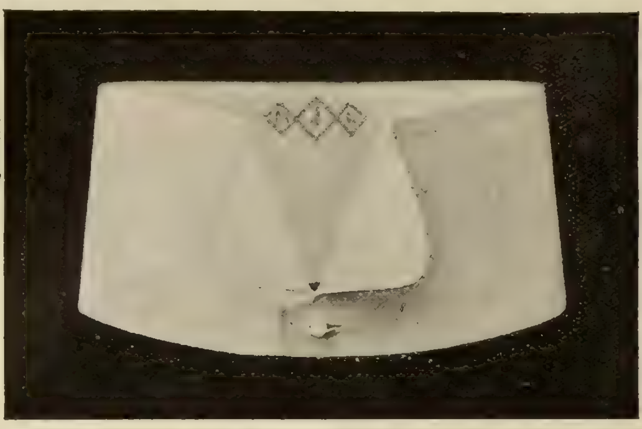
A somewhat unusual advertisement appeared in an American publication recently. It emphasized the fact that all Canada now recognized a certain brand of clothes, the rights to make which had only been secured by a Canadian manufacturer six months ago. The advertisement was illustrated by a model figure standing in Chicago and gazing "in thoughtful pose" at the transcontinental line of Canadian agencies as indicated by half-inch figures at cities worked on a typographical map of Canada. It only took six months to establish this business.

EARL & WILSON
The most popular day dress Collar made in America

EARL & WILSON
Collars in Canada
Red-Man Brand
NEW SHAPES FOR QUICK DELIVERY
Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson - New York

EARL & WILSON
Comfortable, close fitting, business Collar

Xmas Novelties Want Xmas Boxes
Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade.
Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.
Call and see us, or write to-day your requirements for Xmas.
Hercules Boxes, Limited, 400 Richmond St. W., TORONTO



TOSCANINI
Front Heights: 2", 2¼", 2½"

HIGH GRADE QUALITY
M J L
MADE IN AUSTRIA

Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

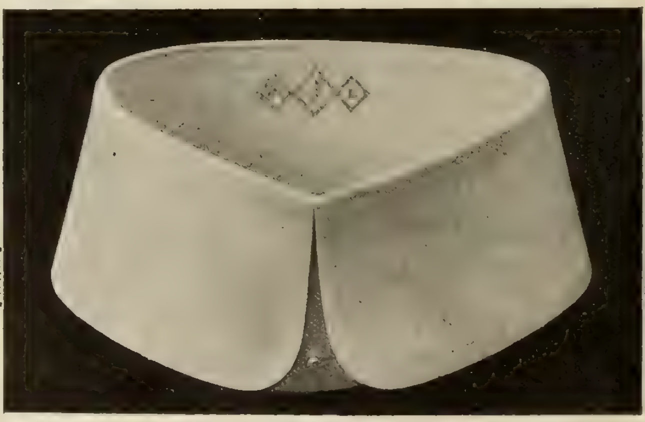
M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:
28 Wellington St. W.

MONTREAL:
59 St. Peter Street

VANCOUVER:
801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2½"

AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

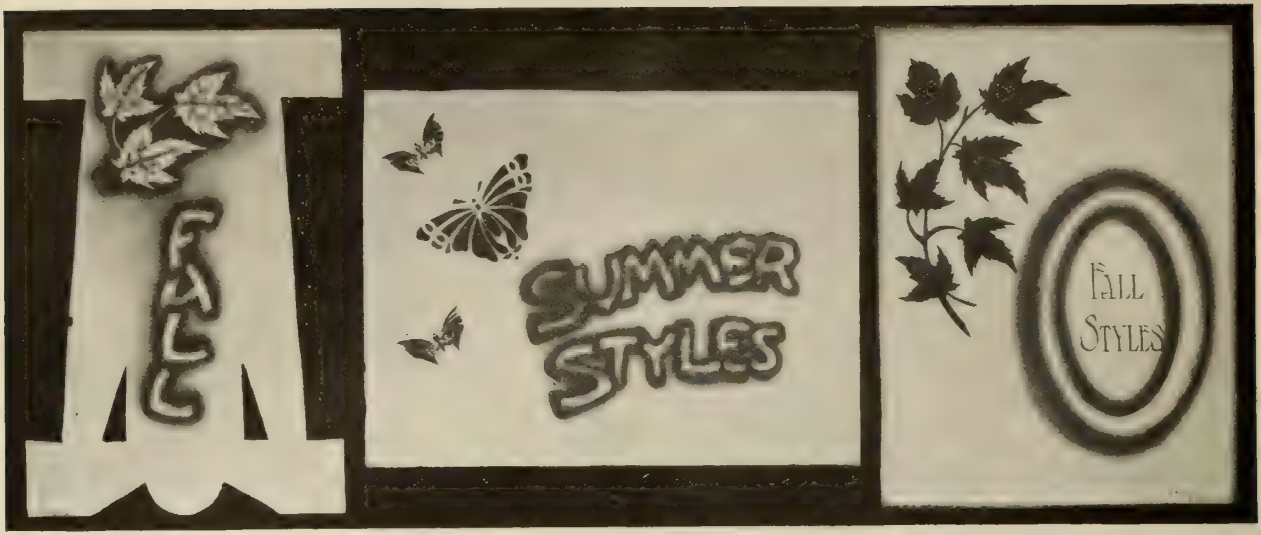
Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World.

PRAGUE, AUSTRIA

Toronto Montreal Vancouver



Airbrush work by A. A. Daoust, Montreal. The leaves and butterflies are executed in colors, and a very effective card is the result.

Better Ways of Shading Display Cards

Application of the air-brush to every day work of card-writer — Principles that must be recognized — Care of brush, preparation of colors, rules to follow in treating hand-brushed, colored or stencil letters

By L. O. Butcher

IT shall be my purpose to present to you some of the underlying principles in the care of the airbrush, and its application to everyday use in win-made upon the modern window trimmer and show card writer have grown to such an extent, and become of such importance, that he must use every practical method to get the best results with the least expenditure of time. The ability to apply and blend colors rapidly with the airbrush makes it a most admirable tool for the ambitious workman. The airbrush has its limitations. Some things can be done better with either the handbrush or pen. The possibilities of this method of applying color are but little understood except among those who have come in contact with many uses to which it has been put. In practically every kind of work that requires the laying of a liquid pigment in blended tones, it is being done better and quicker with the airbrush than by the old method.

LIFE AND CARE OF AN AIRBRUSH.

I presume of course that every user of an airbrush has made himself familiar with the mechanical instructions sent out with every brush by manufacturers. You should have at any rate.

For the purpose of this demonstration I shall use brushes that have been in constant use for a period of from three to five years. By doing this I will answer in a practical manner a question asked many times as to how long they will last. I have brushes that have been in constant use for fifteen years. The care you give a brush has more to do with its length of service than anything else.

Just a few words on the care of a brush may not come amiss. First of all, keep it clean. No matter how careful you are, color will accumulate in the color passage unless you use plenty of water through the brush after using and before putting away for the day. To clean a brush out thoroughly when it has become clogged up so that it does not give a good spray, there is nothing better than a good paint remover. Alcohol should be run through the brush afterward to clear out whatever remains of the remover. Strong salsoda water is also very satisfactory. After using the salsoda water, blow plenty of clear water through to clear out all traces of the soda. In practically every case this will clean out your brush without the necessity of taking it apart, presuming of course, that it is properly adjusted and none of the parts are either broken or worn out. In that case put in new ones. It will save both time and temper and give you better work.

Another thing that contributes largely to the continued satisfactory use of the brush is straining the color frequently. No matter how careful you are, a certain amount of lint or dust will accumulate in the color or brush and cause trouble. The spray will be coarse or intermittent and sometimes none at all. This is particularly so if you are using a color that has opaque or pigment color in it. Use a moderately coarse muslin for straining. Any pigment that will not go through the muslin with gentle pressure will in time clog up the brush.

AIR VERSUS GAS AND ELECTRICITY.

A few words about air. For the man who uses his brush only occasionally, or who has time that is not pushing him, the foot pump will be all right. You cannot do good work and kick a pump at the same time. To the man whose every minute counts, the man who wants to concentrate his whole attention on his work, I would advise the use of carbonic gas or electricity. The initial cost of the foot pump and the gas outfit is about the same. The gas must be replenished as the drums run out. The price varies in different localities, presumably on account of transportation rates. The man who has a great deal of work to do with the brush, or has good facilities for using electricity, I would say, use electricity. It is generally advisable to use about 25 pounds pressure. Too low pressure will give a coarse, wooly spray. Too high a pressure will blow the color out in spiderwebs on your card.

SHADING HANDBRUSH LETTERS.

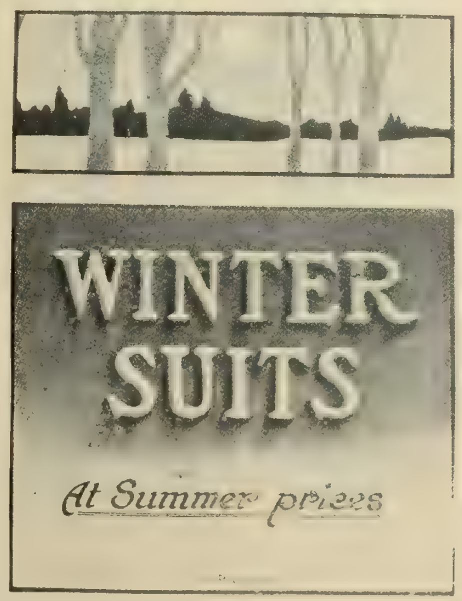
I will first demonstrate some of the better ways of shading handbrush letters, as well as illustrate some of the things not to do. The color used in lettering must be taken into account when shading. All colored or light letters may be shaded and rounded up the same as you would when a stencil letter is used. Any color that will harmonize with that used on the remainder of the card may be used for shading or rounding up. Two colors that can be used under almost any circumstance and with nearly any color scheme, are a blue gray made by mixing Prussian blue and black, and a green gray made by mixing olive green and black. You can use for these grays any good opaque color. It must be thoroughly strained after mixing and before using in the air-brush. For quick or temporary work the liquid colors are the best.

Let me offer here a suggestion that will keep pigment colors in good working shape. After mixing to the consistency you intend using it, put into a bottle in which has been placed some common bird shot. No matter how much the color settle, (as all pigment colors will), a few vigorous shakes of the bottle will mix the color thoroughly. The shot grinds up the color and keeps it free from lumps.

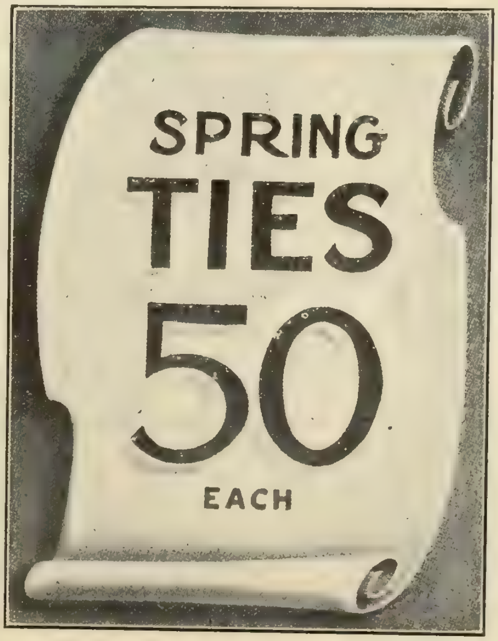
SHADING STENCIL LETTERS.

When shading a colored or stencil letter begin the spray not quite to the end of the stem and stop a little short of the other end. This will give the slanting effect, and saves the necessity of making a slanting stroke at each end. It is extremely bad to get the spray beyond the end of the stem. Stencil letters are susceptible of a great many different treatments.

After applying the stencil either a marginal outline, a vignetted ground, or a solid effect can be used. The one selected will depend entirely on the class of design used, or whether none at all is used. In any case the stencil should remain on while the shading is done. In some cases the best effect is gotten by leaving the design and letters with a flat surface. In others to have the design and letters rounded up is better. All rounding up is done after the stencil is removed. When a good many cards must be made with the same wording, cut the letters so that they are all connected. This will save time in applying them to the card.



These two display cards show how effectively airbrush and stencil can be applied. See article.



To apply an even spray of color to a large surface it is best to go over it several times with a light spray, than to try to put it on all at once. The work is cleaner and free from teardrops. Sometimes when a very strong tone is wanted it is best to mix some opaque color with the liquid colors, or it may be used alone if thinned down sufficiently to throw an even spray.

READ NATURE ON COLOR BLENDING.

Practically every one understands the principle of color established by the spectroscope, which gives us the three primary colors, red, yellow, and blue, the secondary colors, orange, green, and violet, as well as all the intermediate shades produced by mixing all three of the colors in varying proportions. I know of no better school for color than nature. Nature does not produce inharmonies. If it produces a delicate tone in one thing everything belonging to that group is delicate. If it produces strong colors, everything that goes with it is strong. If you see warm highlights, you will find directly against them cool tones. If the highlight is cold, the shadows are always warm. It is in the result obtained by placing a cool and warm color together that you get the effect that pleases and rests the eye.

VARIED USES OF BRUSH.

I am so often asked "of what use is an airbrush except to blow a shade of letters and a little smoke in the background?" In fact some who write on the subject place the limitations of the brush at that point, when, as a matter of fact almost any class of coloring that comes up where a blended tone is wanted, can be done better and quicker with an airbrush than in any other way. Artificial flowers, plaster statuary, and all sorts of decorations can be done quickly with it. A pretty good rule to follow is to make the plainest grounds for the fussiest displays, and the fussier ones for the simpler or more massive displays. If the display is light in color, have the darkest tones at the bottom.

Flat Brushes

FOR CARD-WRITING

RED SABLE IN ALBATA, approved and used exclusively by the author of the "Edwards Short Cut System of Card-writing," and other prominent card writers of Canada. Best French make. all sizes. We also handle

CARD-WRITERS' SUPPLIES

consisting of Thaddeus Davids' letterine, Soenneken pens, T squares, cardboard, etc.

Write for prices.

E. HARRIS CO., LIMITED
73 King St. East, - - Toronto

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FOR SALE.

DRY GOODS, MEN'S FURNISHINGS AND boot and shoe business for sale. On account of other interests the owner of one of the best money-making businesses in the heart of the industrial centre of the Crow's Nest Pass, Alberta, is compelled to sell. Monthly pay-roll of town $30,000, surrounding district $60,000. Turnover $40,000; business run on practically cash basis. Stock $8,000, clean and up-to-date. Modern store and reasonable rent. $2,500 will handle this, with good terms on the balance. (2)

UNSEEN—NAIAD PROTECTS

THAT you may have a larger and better trade this fall is why we suggest that you stock up now with

"NAIAD" DRESS SHIELDS

No line of small-wares can be more staple — none more certain of selling.

—A thoroughly sanitary and hygienic shield—can be sterilized in boiling water—a shield that will not go back on you in stock by going bad—is as good the day it is bought, as the day it is made.

Write us for sample book free and other particulars of the Naiad.

Wrinch, McLaren & Co., Sole Canadian Manufacturers
77 Wellington Street West, :: :: Toronto, Ontario

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

WHERE QUALITY PREDOMINATES

In carrying Star Brand lines in stock you are not only creating a demand for cutomer-satisfying goods but you will be enabled to fill the rapidly growing demand for better garments.

STAR BRAND SHIRTS	STAR BRAND NECKWEAR	STAR BRAND UNDERWEAR
are exclusive in design, perfect fitting and superior in quality.	comes in a large variety of weaves, patterns and styles. Prices right.	is made in many styles and weights; strictly high class underwear.

Have our representative when he calls show you the complete line of Spring Samples.

VAN ALLEN CO., LIMITED, HAMILTON, ONT.

MEN'S WEAR REVIEW.

VOL. II

No. 9

SEPTEMBER 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1,00 A YEAR

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.

* * *

How Would You Conduct the Season's Advertising?

MANY salesmen have good ideas on advertising and would welcome opportunities to try them out.

The Review's proposition this month is one that has in view a discussion of methods for the season's advertising campaign.

We will suppose that the boss one day suggests to you, a salesman, that you map out for the store a season's advertising — for opening, follow-up, Thanksgiving, mid-season and Christmas merchandising.

How Would You Go About it?

Describe methods you would employ to interest the best class of trade. Draw up an advt. suggestion that embodies your ideas of good advertising. If you would specialize on any one class or list, tell how you would do it.

For articles, dealing in a helpful, practical way with the subject, The Review will pay from $3.00 to $5.00 each.

All articles must be received not later than October 14th. Address, Editor, Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

ON which page of the local newspaper is it preferable to place the men's wear advertisement? There is some difference of opinion on this matter and a question that immediately suggests itself is, What class of trade does the dealer wish to reach? Undoubtedly, where the local paper has a good financial page, it is attractive for that reason to many people of the wealthier class who take no interest in sports whatever, and when a merchant wishes to reach that kind of trade he should arrange to have his advertisement placed on that page at least three times a week. The dealer who is catering to a more general trade will reach the greater number of people whom he wishes to interest by using the sporting page, but there is no good reason why he, too, should not alternate with the financial page. In the smaller places, however, very little special attention is paid either to sports or the stock markets. A game of lacrosse, baseball, football or hockey, once in a while receives a column or two, but at best, the feature is spasmodic, and the general news pages are the most interesting to all classes. This is the most desirable part of the paper, and unless the publisher insists upon hedging the pages about with restrictions the advertisement should be prominent on or near these locations. If a paper is neglecting the news best calculated to interest young men, a suggestion from the merchant might go far to awaken the publisher to the defects of his news service as the advertiser sees it.

"The average garment requires about 18 inches more of material than it did five years ago," said a manufacturer of men's clothing to the Men's Wear Review, while discussing increased costs of production. This fact, he pointed out, was due to the easier, more comfortable styles necessary in the Canadian trade. It was also a factor to be considered in the tendency towards advancing prices of clothing. Materials of all kinds as well as the cost of labor were moving upwards, and while the retailer had not yet had occasion to notice this, in manufactured lines, the time was approaching when a revision of prices would be necessary if quality and not price continued to be the basis of selling. Already one concern had made such a revision by advancing to its better lines five per cent. The most notable feature of the past three years in the men's wear trade had been this increasing business in better lines.

"What is the greatest need of the clothing business to-day? I should say that both the wholesale and retail sections need good salesmen." Thus spoke a maker of boys' clothing recently as he prepared his Spring ranges for the road. "Salesmanship," he continued, "consists of something more than having a 'fine line of dope' to give a customer. It's all very fine for a salesman to show one of the new reefers to a woman customer, pat it like he would a kitten and say 'There's a nice little coat, ma'am.' We want salesmen who can tell a customer the why of everything in a garment—why the lapels are cut that way, why the shoulders are free from padding and more shapely, why that line is in the back, and why the coat has that length. The salesmen know every detail of the business, and if you ask who make the best salesman I will answer, the men who began as juniors and who have been trained to sell goods on their merits. Those men generally know what they are talking about.

An evening suit recently turned out by a tailor in Saville Row, London, illustrates the difference between smart evening dress and a waiter's uniform. "The first great point aimed at is the waist," states Fairchild, London. "The effort is to give the wearer a corset-like appearance. The coat must fit quite tightly on the figure.

"Instead of the curve at the bottom of the forepart, it is finished in a clean line, which should run straight into the waist. At the chest there is plenty of material, thus giving a bust-like appearance. The shoulders should be square, though finished with a rounded appearance. The fronts are covered with a thick silk to the edge and are made to roll soft. Three ivory buttons are still being favored, in a slanting position, at the waist. The sleeves are still being cut narrow, but the length of the sleeve is short, to allow at least one-quarter inch of the white linen cuff to show. The trousers naturally must be finished with a belt, because it is this which gives the waist-like appearance to the wearer. Indeed, the belt should be cut quite tight to the figure. The trousers are still pegtop in shape, but great care must be paid to the tucks put in at the waistline, gathering in the surplus material to the belt, as unless they are put in properly there will be a bagginess across the hips and fly when the wearer sits down. The waistcoat is also being cut with a waisted effect this year, and it is so tight on the waist that it simply hugs the trouser top. Three or four buttons are being favored, and the opening is still 'V' shape."

The men's wear dealer who does not carry an assortment of leather goods should consider the opportunities of this line for the holiday season at least. There are many novelties suitable for gift purposes that could be used for an attractive case or window display and which might be used as a means towards broader business. The store that has the reputation of having the best gift suggestions will be largely patronized by both men and women.

Some new boxing ideas for hosiery, neckwear and handkerchiefs will make their appearance this Fall. One of these resembles a leather-bound book, on opening which the goods are displayed. Japanese hand-painted basket boxes containing sets and also boxes of the same kind for single articles are being shown. Buyers back from New York report the introduction of these novelties.

A very seasonable opening idea was recently worked out in a three-section men's wear window. With the object of imparting information as to correct attire and accessories for the different periods of the day, the window was trimmed with three units, one for morning, another for afternoon and a third for evening wear, the sections bearing cards marked, "Morning," "Afternoon" and "Evening" respectively.

◆

Clerks Receive No Salary

Head of six men's wear stores in California adopts the plan of paying seven cents on every dollar's worth of goods sold.

No stated salary but seven cents on every dollar's worth of goods sold, is a method of paying his clerks that a former Canadian, now conducting several stores in California has found to work out very satisfactorily both for the clerks and for himself.

F. B. Silverwood, a Canadian by birth, now has a chain of six retail stores for the sale of men's clothing and furnishings in Los Angeles and other thriving cities in California. He is returning from a visit to New York and is going back via Canada. When in Montreal, he told something of the unique methods by which he has attained his present position in the business world.

Mr. Silverwood, whose success is due entirely to his own efforts, went to California about thirty years ago. He has built up his present business on most original methods, his advertising being unique, and his methods of conducting his affairs still more so, their merit being that they have proved highly successful. For instance, in his stores he does not pay salaries to his clerks, but gives them a drawing account from week to week. He pays them seven cents on every dollar's worth of goods they sell, thus making the amount of salary they draw entirely dependent on their own exertions. He takes his clerks as young as possible and conducts a school for them, making it obligatory on each employe to pass an examination in salesmanship before he is admitted to the selling staff. The result is, Mr. Silverwood says, that every clerk feels the business to be his business, and acts accordingly.

Mr. Silverwood is a man of considerable literary ability, as well as being an organizer and manager of retail stores, and he has contributed not infrequently to various publications. He issues weekly letters to his employees that are witty and snappy, often conveying the lesson intended by a paradoxical statement that convinces by its very intentional absurdity. Much of the matter he has included in his weekly letters to his employes has been syndicated and has appeared as gossipy, world-wise articles in many of the leading periodicals of the United States. Mr. Silverwood has travelled around the world and believes in getting all out of life that is possible.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

In reply to the inquiry in last month's Information Bureau as to the amount of clothing required for an exclusive store or section in a city of 12,000 people, the opinion of a buyer for a growing department in an Ontario city of the size named has been received. He goes into the matter very carefully and gives the details of his investment in each section. The table which he submits has been compiled, he states, from his experience of many years, as buyer of men's ready-to-wear clothing, and he considers it a fair showing of what a merchant would require in a city of 12,000.

"You will note," writes the buyer, "that I have made the stock to cost about $8,000, which you will see by the table, gives him a good assortment in all lines. But, of course, places and conditions vary greatly. And the size of stock that would be correct for this place might be too large or too small for a western town. The merchant must be guided by conditions as he finds them. If the amount is too large he can easily reduce it by cutting out some of the doubles or lines, or if too small, add more sizes or additional lines. I have made out the table on a staple basis, and would recommend the merchant to stick to staple lines as much as possible. Both in material and make-up, avoid extremes. It might be well to add a few "freaks" for window pieces, etc., but go slow in stocking many of them. My experience tells me that my "left-overs" have been generally of this class. In this connection I would recommend the merchant to install with his ready-to-wears, a special order department which will give him a chance to take care of the customer, especially the young man who wants something different. The same young man appreciates being "taped" and having his suit or overcoat made to order. If the merchant is now running a custom tailoring department in his business he will find that the special order will not interfere. I have run a special order department with the ready-mades for a number of years and have found it worthy of its place, greatly adding to the volume of yearly business.

The merchant should be able to turn this $8,000 stock 3 times per annum.

BOYS' ODD BLOOMER KNICKERS, $62.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Fancy	$6.50	$ .75	12	24 to 34
“	9.00	1.00	12	25 to 34
“	12.00	1.25	12	26 to 33
“	13.50	1.50	12	27 to 34
Navy	9.00	1.00	12	25 to 33
“	12.00	1.25	12	26 to 34

In a number of the above values, sizes 27 to 32 are bought in a proportion of two to one.

MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, $1,090.50.

Color.	Dozen.	Sell.	Quantities.	Sizes.
Med. brown	$5.50	$7.50	8	36 to 44
Med. grey	5.50	7.50	8	37 to 46
Med. brown	7.00	10.00	7	36 to 42
Med. grey	7.00	10.00	8	37 to 46
Dark	7.00	10.00	7	37 to 46
Med. brown	8.50	12.00	8	36 to 44
Med. grey	8.50	12.00	7	37 to 44
Dark	8.50	12.00	9	36 to 46
Med. brown	10.50	15.00	6	37 to 42
Med. grey	10.50	15.00	7	36 to 42
Dark	10.50	15.00	8	37 to 44
Med. brown	12.50	18.00	7	36 to 42
Med. grey	12.50	18.00	6	37 to 42
Dark	12.50	18.00	7	37 to 44
Med. brown	14.50	20.00	6	36 to 40
Med. grey	14.50	20.00	6	37 to 42

YOUNG MEN'S CONVERTIBLE COLLAR OVERCOATS, FANCY TWEEDS AND FRIEZES, $385.

Color.	Cost.	Sell.	Quantities.	Sizes.
Med. brown	7.00	10.00	5	34 to 36
“ grey	7.00	10.00	5	34 to 36
“ brown	8.50	12.00	5	34 to 36
“ grey	8.50	12.00	5	34 to 36
“ brown	10.50	15.00	5	34 to 36
“ grey	10.50	15.00	5	34 to 36
“ brown	12.50	18.00	5	34 to 36
“ grey	12.50	18.00	5	34 to 36

MEN'S BLACK AND OXFORD CHESTERFIELD OVERCOATS (WINTER), $766.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	$7.50	$10.50	12	35 to 46
“	9.00	12.00	12	35 to 46
“	10.50	15.00	11	35 to 46
“	12.50	18.00	9	35 to 46
“	14.50	18.00	12	35 to 46
Oxford	9.00	12.00	8	36 to 46
“	10.50	15.00	9	37 to 46

Crescent

Shirt Announcement for Spring 1913

Rush! Rush! Rush!!

That is our story in a nut shell, and the outlook points to More Rush, and then some. Nothing gained by illustrating our New Ideas here. Our best advertisement is to be found in the sample Range now in the hands of our Representatives all over Canada.

Our Values and Novelties will astonish you. We were astonished ourselves when we saw the Range all assembled.

SUN PROOF
FAST
COLORS

We Guarantee every
Crescent
Shirt

This is one of our New Window Cards you will find in every box of Crescent Shirts.

Crescent Manufacturing Co., Limited
Montreal

MEN'S AND YOUNG MEN'S OXFORD, CHEVIOT AND FANCY TWEED OVERCOATS (FALL) $223.

Color.	Cost.	Sell.	Quantities.	Sizes.
Men's.				
Oxford	$7.50	$10.00	7	36 to 46
“	9.00	12.00	7	36 to 46
Young Men's.				
Fancy tweed	7.50	10.00	4	35 to 38
“ “	9.00	12.00	4	35 to 38
“ “	10.50	15.00	4	35 to 38

MEN'S FUR COLLARED QUILT OR FUR-LINED RUBBER INTERLINED OVERCOATS, $325.50.

Color.	Cost.	Sell.	Quantities.	Sizes.
Black	$9.00	$13.50	7	38, 40 to 46
“	11.00	15.00	7	38, 40 to 46
“	12.50	18.00	7	38, 40 to 46
“	14.00	20.00	7	38, 40 to 46

Sizes 40 to 42 in proportion of two to one.

MEN'S ODD TROUSERS, FANCY TWEED AND WORSTED, $328.70.

Color.	Cost.	Sell.	Quantities. pairs.	Sizes.
Fancy	$ .75	$1.00	12	32 to 42
“	.90	1.25	12	32 to 42
“	1.10	1.50	12	32 to 42
“	1.25	1.75	12	32 to 42
“	1.35	1.88	12	32 to 42
“	1.50	2.00	12	32 to 42
“	1.75	2.50	6	32 to 38
“	2.00	2.75	6	32 to 37
“	2.00	2.75	6	38 to 42
“	2.25	3.00	6	32 to 36
“	2.25	3.00	6	38 to 42
“	2.50	3.50	6	32 to 36
“	2.50	3.50	6	37 to 42
“	2.75	3.75	6	32 to 36
“	2.75	3.75	6	37 to 42
“	3.00	4.00	6	32 to 36
“	3.00	4.00	6	37 to 42
“	3.50	5.00	6	32 to 36
“	3.50	5.00	6	37 to 42
“	2.50	3.50 stout	7	40 to 48
“	3.50	3.50 stout	7	40 to 48

CHILDREN'S NORFOLK 2-PIECE SUITS, FANCY AND BLUE SERGE (BLOOMERS), $127.75.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.00	$2.75	7	24 to 28
“	2.50	3.50	7	24 to 28
“	2.75	3.75	7	24 to 28
“	3.00	4.00	8	24 to 28
“	3.25	4.50	8	24 to 28
“	3.50	5.00	8	24 to 28

Sizes 26 and 27 in proportion of two to one. Size 28 in similar proportion from $4 up.

CHILDREN'S BUSTER SUITS, $115.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.00	$2.50	8	20 to 25
“	2.50	3.50	7	20 to 25
“	2.75	3.75	7	20 to 25
“	3.00	4.00	4	21 to 24
“	3.50	4.75	6	21 to 25
“	3.75	5.00	4	21 to 24
“	4.00	5.50	3	22 to 24

Largest demand for sizes 22 and 23.

CHILD'S OVERCOATS, CONVERTIBLE COLLARS (FANCY), $101.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$2.75	$3.75	8	20 to 25
“	3.25	4.50	8	20 to 25
“	3.75	5.00	7	20 to 25
“	4.00	5.50	7	20 to 25

Largest demand for sizes 21 and 23.

YOUTHS' SUITS, TWEED AND FANCY WORSTEDS, $201.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	$3.50	$5.00	6	32 to 35
“	4.50	6.00	6	32 to 35
Grey	4.50	6.00	6	32 to 35
Brown	5.50	7.50	4	33 to 35
Grey	5.50	7.50	4	33 to 35
Brown	6.50	9.00	4	33 to 35
Grey	6.50	9.00	4	32 to 35
Brown	7.50	10.00	4	33 to 35

YOUTHS' OVERCOATS, CONVERTIBLE COLLAR, $152.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$4.50	$6.00	6	32 to 35
“	5.50	7.50	6	32 to 35
“	6.50	9.00	4	32 to 35
“	7.50	10.00	4	32 to 35
“	9.00	12.00	4	32 to 35

BOYS' 2-PIECE FANCY TWEED AND WORSTED BLOOMER SUITS, DOUBLE-BREASTED, $196.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$3.50	$5.00	10	28 to 34
“	4.00	6.00	10	28 to 34
“	5.00	7.00	8	29 to 34
“	6.00	8.00	4	30 to 33
“	7.50	10.00	4	31 to 34
“	9.00	12.00	3	32 to 34

As a rule largest demand in above is in sizes 30 to 33, up to medium price, say $7.00.

BOYS' FANCY TWEED OVERCOATS, CONVERTIBLE COLLAR, $164.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy	$4.00	$6.00	8	28 to 33
“	5.00	7.00	9	28 to 33
“	6.00	8.00	7	29 to 33
“	7.50	10.00	6	31 to 33

Largest proportion generally in sizes 30, 32 and 33.

MEN'S BLACK AND BLUE WORSTED SUITS. $1,401.50.

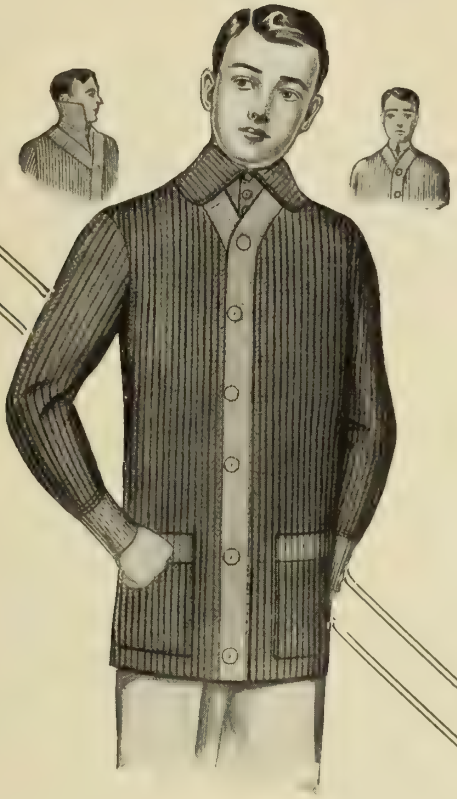
Color.	Cost.	Sell.	Quantities.	Sizes.
Black	$7.50	$10.00	S.B. 9	35 to 42
“	7.50	10.00	D.B. 7	35 to 40
“	9.00	12.00	S.B. 7	35 to 42
“	9.00	12.00	D.B. 6	35 to 40
“	10.50	15.00	S.B. 10	35 to 42
“	10.50	15.00	D.B. 4	36 to 39
“	12.50	18.00	S.B. 10	35 to 42
“	12.50	18.00	D.B. 5	35 to 39
“	14.50	20.00	S.B. 6	36 to 42
“	14.50	20.00	D.B. 4	36 to 39
Blue	9.00	12.00	S.B. 10	35 to 42
“	9.00	12.00	D.B. 5	35 to 39
“	10.50	15.00	S.B. 10	35 to 42
“	10.50	15.00	D.B. 5	35 to 39
“	12.50	18.00	S.B. 10	35 to 42
“	12.50	18.00	D.B. 4	35 to 38
“	14.50	20.00	S.B. 10	35 to 42
“	14.50	20.00	D.B. 5	35 to 39

In those values of which larger quantities are purchased, the proportion in 36's, 37's and 38 is 2 to 1 of any other size.

MEN'S AND YOUNG MEN'S TWEED AND FANCY WORSTED SUITS, $1,383.

Color.	Cost.	Sell.	Quantities.	Sizes.
Brown	$3.50	$5.00	10	36 to 42
“	5.50	7.50	9	36 to 42
Grey	5.50	7.50	8	36 to 44

"MONARCH-KNIT"



M33.B

Have you knit goods in your clothing department?

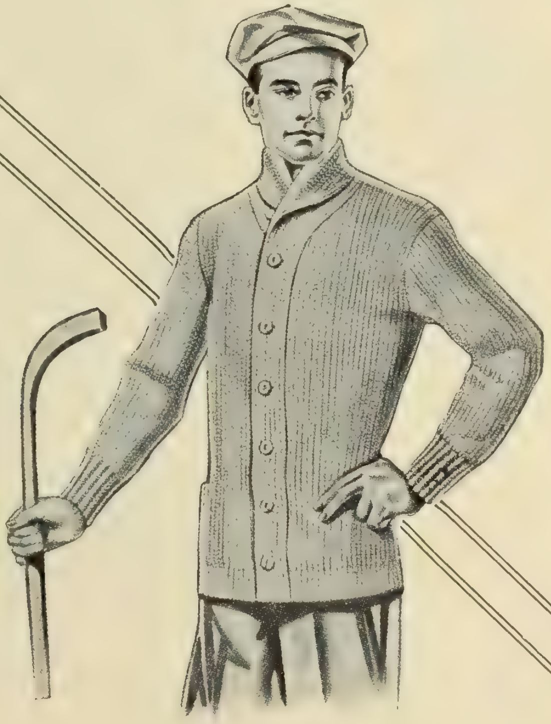
This is a line always in demand and you are sure of your profits.

If you carry "Monarch-Knit" lines your customers will ask for them.

They know the merits of "Monarch-Knit."

We are the largest manufacturers of fancy knit goods in the world.

"Monarch-Knit" is the standard for style, quality and workmanship.



M53

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Brown	7.00	10.00	7	36 to 42
Grey	7.00	10.00	9	36 to 44
Brown	9.00	12.00	8	36 to 42
Grey	9.00	12.00	7	36 to 42
Dark grey	9.00	12.00	7	37 to 42
Brown	11.00	15.00	9	36 to 42
Grey	11.00	15.00	7	36 to 42
Brown	12.50	18.00	6	36 to 42
Grey	12.50	18.00	6	36 to 42
Brown	14.50	20.00	6	36 to 42
Grey	14.50	20.00	6	36 to 42
Dark brown	9.50	13.50 stout	5	40 to 48
Dark grey	9.50	13.50 ''	4	42 to 48
Dark brown	11.00	15.00 ''	4	40 to 46
Dark grey	11.00	15.00 ''	5	40 to 48
Dark grey	11.00	15.00 ''	5	40 to 48
Dark grey	13.50	18.00 ''	4	40 to 46

Young Men.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fancy brown	9.00	$12.00	4	33 to 36
Fancy grey	9.00	12.00	3	34 to 36
Fancy brown	10.50	15.00	4	33 to 36
Fancy grey	10.50	15.00	3	34 to 36
Fancy brown	12.50	18.00	3	34 to 36
Fancy grey	12.50	18.00	3	34 to 36

In the above list the sizes that are given the largest proportion are those ranging from 37 to 40, but none more than 2 to 1.

MEN'S CRAVENETTE RAINCOATS.

Color.	Cost.	Sell.	Quantities.	Sizes.
Oxford	$5.00	$7.50	14	35 to 48
''	6.00	8.50	14	35 to 48
''	7.50	10.00	12	36 to 48
''	9.00	12.00	12	36 to 46
''	11.00	15.00	11	36 to 46

Sizes ranging from 38 to 42 inclusive are bought in proportion of two to one of any other size.

MEN'S PARAMATTA RAINCOATS, AUTO COLLAR, $363.

Color.	Cost.	Sell.	Quantities.	Sizes.
Fawn	$5.00	$7.50	9	36, 38, 40 to 48
''	6.50	9.00	8	36, 38, 40 to 46
''	7.50	10.00	10	36, 38, 40 to 48
''	9.00	12.00	9	36, 38, 40 to 48
''	11.00	15.00	10	36, 38, 40 to 48

Sizes 38, 40 and 42 are bought in proportion of two to one of any other sizes.

* * *

Not So Strong on Juveniles

Another buyer who, for one thing, does not go into the increasingly important boy's and children's departments so strongly, and whose figures might be taken to illustrate the reduction suggested by the first buyer estimates that a stock of clothing should cost $4,585.25. Details of the different sections will be given in next number, but he divides the amount as follows:

Men's Suits	$1,606.00
Men's, Youths' and Boys' Overcoats	1,583.00
Men's Raincoats	358.00
Men's Odd Trousers	165.75
Men's Fancy Vests	38.25
Men's Overalls and Smocks	320.75
Boys' Suits	351.50
Children's Overcoats	77.50
Boys' Odd Knickers	66.50
Boys' Overalls	18.00
	$4,585.25

* * *

The aristocracy of the London tailoring trade makes no effort in the shape of elaborately dressed windows or as a rule in the architectural outside of the premises. Take the establishment in Savile Row, for instance, which it has become a tradition to rank as the foremost in the world. The street itself is small and unpretentious. A long, low building, or rather range of buildings, with a plain painted stone front, bears the name, the only indication of out of the way importance being the Royal coat of arms over the centre of the main doorway. Once inside the large swing doors a vastly different impression is created, for everything belonging to the interior is in grand style. The numerous trying-on rooms are richly and elegantly appointed, the counting house department is like a bank, while the strong rooms in which the paper patterns of the clothes of kings and princes, dukes and belted earls, as well as other notabilities, are safeguarded also convey the impression of a treasure house. A large staff of indoor workers is employed, and the workshop accommodation is of the best. The cutting staff is also large, and several of the leading foremen are credited with getting salaries equal to from $60 to $70 a week. The prices charged are about the same as at other high-class houses; trousers from about $7, jacket suits $30 to $40, frock coats and evening clothes varying over a wide range.

The adaptation of the vogue masculine to the style essentials of the wardrobe feminine is not, in some places at least, summed up in the term "mannish tailored effects" as applied to coats. A report from St. Louis, Mo., states that "Society girls are wearing men's silk hose these hot days, and they are holding 'em up with their brothers' garters, too. The fad was started by a daring young woman who appeared at a masque last Winter as an angel child, and wore half-hose as part of the costume. They were so 'comfy' she began to reason. Low Dutch collars are cool in the summer, why not—well, anyway, she appeared last week in a department store. I want a half-dozen men's silk hose, please. Some greys and blues. Size eight and a half.' That's awfully small for a man—began the shopgirl. 'But they're for me,' responded the daring one, and the habit is growing daily."

GILLIES' Knitted Neckwear

is growing more in popular favor every day

and there must be a good reason for this. The reason is, that the style and finish is far superior to any other line on the market.

Note the two illustrations.

Gillies' MUFFLERS

of the style here illustrated have been very favorably received by the trade. They are very serviceable and neat.

They sell at a popular price.

Gillies' TIES

Our range is practically unequalled anywhere. The assortment of color effects this season rival our previous ranges. You should see them.

You will never know

how popular the knitted neckwear—mufflers and ties—really are unless you have a liberal assortment of the "Gillies" range to show your trade this Fall.

You can make no mistake with a full range throughout. They're good.

Laces and Braid Mfg. Co., Ltd.

121 PRESCOTT AVE., TORONTO, CAN.

Would the Boss Exchange the Suit?

Men's wear salesmen discuss problem suggested in "Review" — Almost unanimously in favor of supporting the salesman — Taking circumstances into consideration with a view to holding the customer's business

THE main point in the salesmanship problem outlined in last Men's Wear Review, was the backing-up of the salesman by the boss in refusing to exchange a single-breasted suit for a double-breasted garment after the former had been worn. It is bad policy for a merchant to show lack of confidence in those to whom he assigns the responsibility of selling the goods. Where this is done, customers get the impression that salesmen do not represent the last word, that some concession is possible if they can only get the ear of the boss—and there are people who have the "concession" habit. It is difficult to know when, in dealing with them, a sale is actually closed. These are the kind of people that the merchant's backbone was made for, and an early evidence of that fact will go far towards solving future problems.

The replies received on this problem are almost unanimously agreed that the merchant should not consent to an exchange, that it would establish a dangerous precedent if he did so, and that properly handled the customer can be made to see the reasonable side of the refusal. Salesmen point out that it should not be an occasion for a display of feeling, but one for the calmest and most tactful consideration. An illustration bringing the point home to the man himself is one of the most effective means available to the merchant in explaining his position. Of course, much depends upon the customer and circumstances of the case. Not many merchants will sympathize with a troublesome or chronic returner, while a man who is an excellent customer, and who seldom appears on an errand of this kind will generally receive the ear of the boss. Very often, too, the latter will know of circumstances to warrant him in over-ruling the salesman, but when this is done he should be careful to make full explanation of his course to the employee.

The replies selected for a symposium on the problem are Chas. D. Ross, of F. B. Edgecombe & Co., Fredericton, N.B., Percy Curzon, Thornton & Douglas, Stratford, and W. G. Brown, Cowansville, Que.:

Would Exchange Suit.

Chas. D. Ross.—"The instance quoted in your article is one which has confronted me, as a clothing salesman, very, very often, and I have had experience both in the kind of store where the customer is catered to, from a standpoint of holding his trade, and in that kind of store where the boss wants quick sales and forgets that the customer of to-day is also, if used as he would like to be used himself, 'the customer of tomorrow.' Having seen both ways of treatment to customers, I can fairly give an opinion of what I know would be the best way to treat the customer as presented in your article. Certainly your customer with the boy asks too much of you to exchange the suit which you know has been worn. Dispositions differ, however, and what you yourself would not think of asking for, your customer cannot see as forcibly as you, the objection to the asking for the exchange.

"Now, my opinion of the course to pursue is this. Treat the boy's father as cordially as you possibly can, comment on how his son is growing, etc., etc, examine the suit returned pointing out to him that the suit is mussed and that the salesman was quite correct in not exchanging it as it would mean an expense to his department to have it pressed again; but in his case, the customer's, you would have to make an exception as he had been a customer of yours for some time and you would like him to continue to be one. Tell the salesman to exchange the suit and have the other suit pressed and put back in stock. This is the only thing to do in a case of this kind.

"It pays in the long run to lose your profit on the suit rather than to send a dissatisfied customer away. It was my fortune or perhaps my misfortune as a young salesman in a certain clothing store to see the opposite course pursued. The proprietor accumulated in the vicinity of $30,000 in a short period of five years, being a clever advertiser, but in the next eight years he lost every dollar and left the city a bankrupt, simply by not trying to hold his customers of to-day."

Back up Salesmen.

Percy Curzon.—"Should the boss exchange the suit? In looking at it in a general way I should say No. The salesman has already refused to exchange the suit, because it shows evidence of being worn and he knows that the suit would have to be reduced greatly, if put into stock again in order to be sold, and the policy of the progressive, up-to-date house should be one whereby a customer can take it from

Buckley Popularity

MORE

BUCKLEY HATS

Are Sold in This Country Than Any Other Make

Always correct in style and superior in quality, backed with the unconditional, all-embracing Buckley Guarantee; no humming or hawing or doubt or string to it, but the **one only** absolutely guaranteed hat sold in Canada.

No.	GUARANTEE
DATE SOLD	The Color and Wear of this hat are absolutely guaranteed, and any hat which will not give entire satisfaction, will be exchanged at any time within three months after purchase. We also agree to exchange this hat, if same is damaged by accident during the said three months. BUCKLEY & SONS, Manufacturers.

Be Among the Live Ones!

Sell hats with an insurance
policy like this one, and

"Increase Your Trade"

Buckley Samples for 1913

Are now on the road, being shown along with a most amazing range of fine hats from the great factories of the world, in :— **Soft and Stiff Felts, Straws, Panamas, etc.**

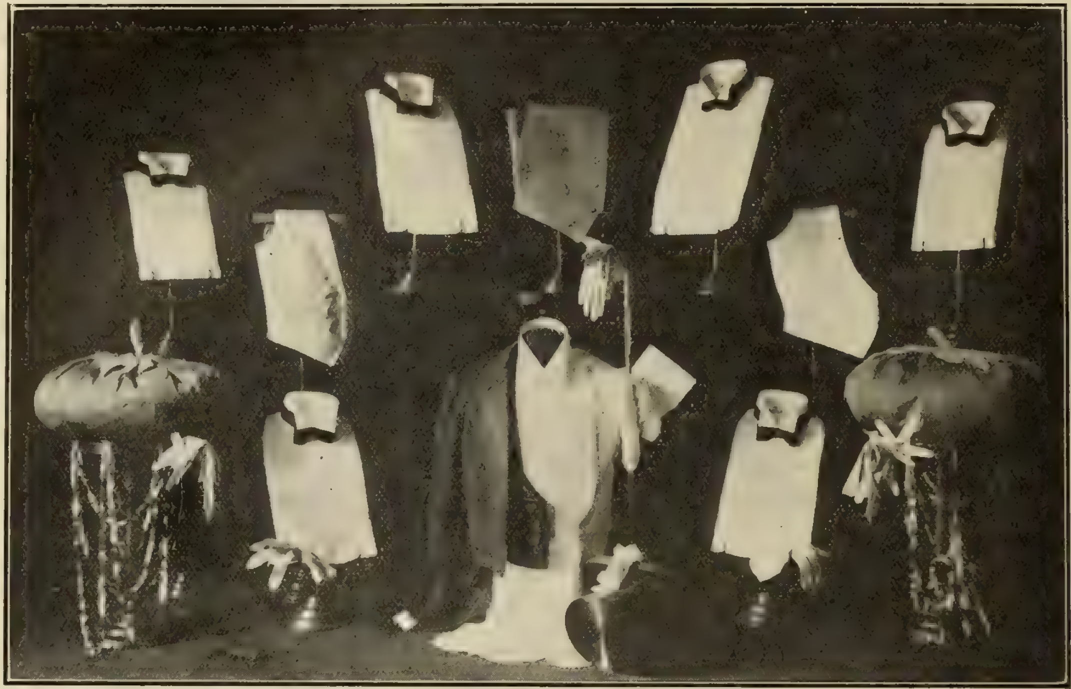
We *have in stock the largest and most complete sorting lines carried in the trade*

The Waldron-Drouin Co., Limited

164 McGill
Montreal

91 Albert
Winnipeg

Suggestion for Thanksgiving, Hallowe'en or Harvest Season.



Fixtures used in this display are pedestals, trouser stands, shirt easels, haberdasher stands and vest forms. Pumpkins on side of window are 8 in. high, 17 inches wide, and are made of crepe paper, wood and cardboard strips 2 inches wide and 23 inches long. One strip of wood for centre 1 in. x 2 in. and 7 in. long. There are 12 strips used. Place pumpkins on pedestals and festoons with half-inch beaded crepe paper. Remainder of the display is simple enough.

the salesman, knowing that it would be exactly the same as if he were dealing with the boss himself. Therefore, the salesman has refused to exchange the suit under the circumstances, it is up to the boss to back up the salesman and also decline to make the exchange.

"Of course this must be done in a way that will make the customer see the wisdom of the policy of fairness to everybody, make him feel that he is not an exception to the general policy of the firm. It can be pointed out to him that it would be decidedly unfair (supposing the suits were exchanged) to the customer who purchased the returned suit, as he would not be getting full value for his money the suit having been worn. It can be suggested that he himself would not have purchased the suit there had he not known that the firm's policy was one that gives full value for his money and equal treatment to all customers; no favors being shown anyone, by either clerks or the boss, he would not care to buy a suit that somebody had worn a day or so, and he should not expect anyone else to do the same. Show him that if the suit had not been worn it could have been exchanged readily. On the other hand, suppose the business is located in a small town or city where a firm depends largely on its regular customers. If the customer under discussion showed that he was by no means satisfied with the explanation offered, it might be good business to make the trade this way. Explain to him that the suit, in order to be sold, would have to be reduced slightly, on account of its appearance and if he would be willing to make up the reduction he could then take the double-breasted suit. I think you will find he would be willing to do this, and would leave your store perfectly satisfied and his boy would be tickled to death by getting the suit he wanted, result will be the holding of the father's business and the getting of the son's when he becomes independent and buys his own clothing, etc.

"A customer could easily be found for the other suit at the reduced price, it being explained as being shop worn.

"Personally, I don't approve of the latter suggestion, but every firm must consider its future business."

(Concluded on page 72)

An endless chain

of more business

Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean an endless chain of MORE BUSINESS.

Perfect-fitting and comfortable (in crotch and seat). No other line of Underwear your store can carry will take so well, and you can be sure that every sale will be followed by another. And every new customer is another link added to your endless chain of more business.

Is your Pen-Angle stock ready? If not, order NOW.

PENMANS Limited
PARIS, Canada
Underwear, Hosiery,
Sweaters

Pen-Angle
UNDERWEAR

CLOTHING FOR MEN AND BOYS

Smart Spring novelties in Busters, Norfolks, sailors and reefers for juvenile wear — The imperialistic idea finds expression in use of embroidered crests and emblems — Men's Spring overcoats a trifle shorter — Soft, rolling lapels

WHILE a general rule followed in the designing of boys' clothing seems to favor the lines observed in men's clothing, there are many novelties in Spring lines which immediately suggest their practical merit as good merchandise for the department which is paying particular attention to juvenile lines. Particularly for the very small boy these new features are being shown, the favored fabrics being serges, tweeds and homespuns and the colors blues, light browns and greys, in mixture weaves, avoiding as much as possible those patterns which generally carry with them any suggestion of their fitness for older wear.

EMBROIDERED EMBLEMS.

The so-called imperialistic idea has certainly been cleverly played up in many of these smart little garments. Emblems and crests are embroidered on sleeves and shields, and there are military buttons, braiding and other suggestions. Reefers, Buster, sailor and scout suits bear these neatly executed designs, and for boys up to ten years of age, or even older, they certainly are a selling factor.

Among the more tailored, shapely styles might be mentioned those with the deck collar in semi-military effect, for boys from 4 to 5 years of age. The collar is somewhat smaller than the sailor, and finishes close to the neck in front and admits of a detachable tie. Another coat of this type has an inverted box pleat with side knife pleats and a slightly slanting front effect, with stand collar. This is suitable for children from two to six years of age, and a feature that will immediately appeal to mothers is that it can be fitted with detachable collar, of washable two-ply galatea, braided and embroidered to suggest the sailor. The new reefers also embody this idea and one designed on smart, mannish, tailored lines. Reefers of this type are likewise in demand for girls' wear. In pullover Busters, the trouble has usually been that the collar was likely to be torn in the scuffle necessary for a boy to get into the garment, but this problem has been met by one manufacturer who has given a lower opening to the collar, and introduced a fastening so as to make it adjustable. In better class Busters, the slightly slanting front has been used, with small standing collars. The sleeves of these little garments have very often to be altered to meet the requirements of growth, and in one line it was noticed that there is a turn-up of an inch or more, with the slash looped instead of buttonholed. The fabric, therefore, is not cut.

CONVERTIBLE TIES.

On those garments in which there is any kind of collar elaboration the jelly-bag tie is detachable by the employment of hooks and eyes, and can easily be converted into a bow by the use of a silken cord with tasseled end. A very fine reproduction of the scout uniform has the genuine military button design, with "G. R." in raised letters and the Duke of Connaught crest embroidered on the arm. These coats have pointed patch pockets and flaps. The military idea is also introduced in an Aldershot reefer, with crest on arm and braid across the sleeves, simulating a cuff. For juniors, the Norfolk is a favored type, and when the boy must wear a coat, there is nothing more appropriate than one of these garments, with the mannish suggestion slightly modified by the introduction of the Prussian collar effect, in connection with which the detachable collar can be used if desired.

Plain tailored coats that are equally desirable for boys' and girls' wear came in fancy striped flannel, with velvet as self collars and neatly embroidered crest.

In the designing of the bloomer there is also a suggestion of close study of correct line requirements. Thus to preserve the fullness from hip to knees, a self-pleat is introduced at the sides, and still another little touch is the slanting of the pockets slightly towards the front.

Is the Norfolk Returning?

Men's and boy's clothing for Spring is now being shown to the trade. For men, the new garments contain little that is radically new, save that lapels suggest a softer, fuller roll, corners more rounded and the general line dignified and shapely. Some authorities predict the return to vogue of the Norfolk in the orthodox, practical style, with straight 2½-inch box pleat. These styles are very much favored for Spring on the other side of the line, and salesmen now on

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO

their trips through the West are showing samples made up in tweeds and homespuns.

Overcoats for early Spring are a trifle shorter, being about forty-three inches, but whether this may be taken as a hint that the "cover" coat is returning is a matter for speculation. The Raglan shoulder is again in evidence, and will be patronized by those men who have the shoulders necessary to adopt this style to advantage. There are few things more unsightly in a sartorial way than an ill-fitting Raglan shoulder.

◆

Harmony in Masculine Attire

Parisian publication emphasises the desirability of agreeable color effects in shirts, neckwear and hosiery — The correct vogue outlined

With its sartorial glance focused upon the world's fashion centre, L'Homme Elegant, a Parisian publication, discusses the ethics of dress, insofar as they relate to shirts, neckwear, hosiery and underwear, as follows:—

"How many of our readers have any recollection of a charming little work by Gramont written on the subject of 'The Shirt' more than half a century ago, which he grandiloquently subscribed: 'By M. Longueville, Shirt Maker to the King.'

"What delightful flights of fancy he indulged in surrounded by historical and archæological reminiscences. What wealth of humor and happy flashes of wit, well worthy of surviving the ephemeral success of the work in question. I cannot resist the pleasure of quoting one of them:

" 'You are no doubt unaware,' said Longueville, 'why it is only right that Truth should meet with a poor reception in this world.

" 'Do not try to guess it. It is because she always appears without a shirt?'

"The question for the man who wishes to be well dressed is of far greater complexity.

"It is not a question of appearing in the world with a shirt—which would be a simple matter—but with various kinds of shirts, according to the time of day, the place, and the season. And this is where the danger comes in lest he make a false step.

"Shall the shirt be soft or stiff, plain or pleated, white or colored, and of what color?

"So many problems!

"Then, again, there is the question of ties which is, so to speak, complementary to that of the shirt.

"Fortunately, a code of correct masculine dress has settled all these details and all we have to do is to be guided by it.

"For morning wear at the seaside, in the country, or at the watering resorts and all such places, where a certain amount of freedom is permitted, the colored shirt reigns supreme. But the colors must be discreet. Blue, violet and mauve tints, plain shades, not pleated, with stiff wristbands which give it an element of dressiness.

"With the colored shirt the chosen tie is of fancy silk or soft batiste, but the tie and shirt should match to a certain extent in color. Blue on blue, violet on violet, with soft shades especially suitable.

"For ordinary day wear, there is nothing like the pleated white shirt. The various styles of tie are infinite in number; two points, however, should be borne in mind. Light colors should be avoided and the tie should more or less match the color of the suit.

"If a fancy tie is preferred, the pattern should be small and not striking.

"With the evening dress coat the classic stiff fronted pique shirt is indispensable together with the no less classic white pique tie; the small fancy batswing tie is, however, sometimes substituted for the latter.

"The shirt for smoking is of the pleated type and may be regarded as barely of the semi-dress variety.

"The shirt and tie, however, are but the exterior adornments. Some indications as to the correct underwear will not be out of place.

"The hose for day wear may be, according to one's own fancy, of silk or cotton in neutral shades, with just an idea of matching the color of the boots when the latter are not black.

"If the boot is white, the socks should be of white background with a small and hardly perceptible pattern.

"Many men reserve the black silk for evening wear when the underwear should also be of silk in order to allow the trousers to set well.

"We must not lay ourselves open to the reproach of neglecting the heading of "gloves," or of forgetting the pyjamas, always worn in hotels and inseparable travelling companions.

"There is no hard and fast rule for pyjamas. They may be of any kind of silk or light flannel, the only point insisted on by fashion being a large monogram on the pocket.

"As regards gloves, which some wit once likened to policemen owing to their 'going in pairs,' they range from the heavy buckskin with large seams for travelling, to the light yellow washing chamois for the promenade.

"The visiting glove must be of medium gray suede and the dress glove of very soft white leather to which the acme of good taste adds black stitches."

Parisian Designers Predict the Return of the Short Cover Coat.

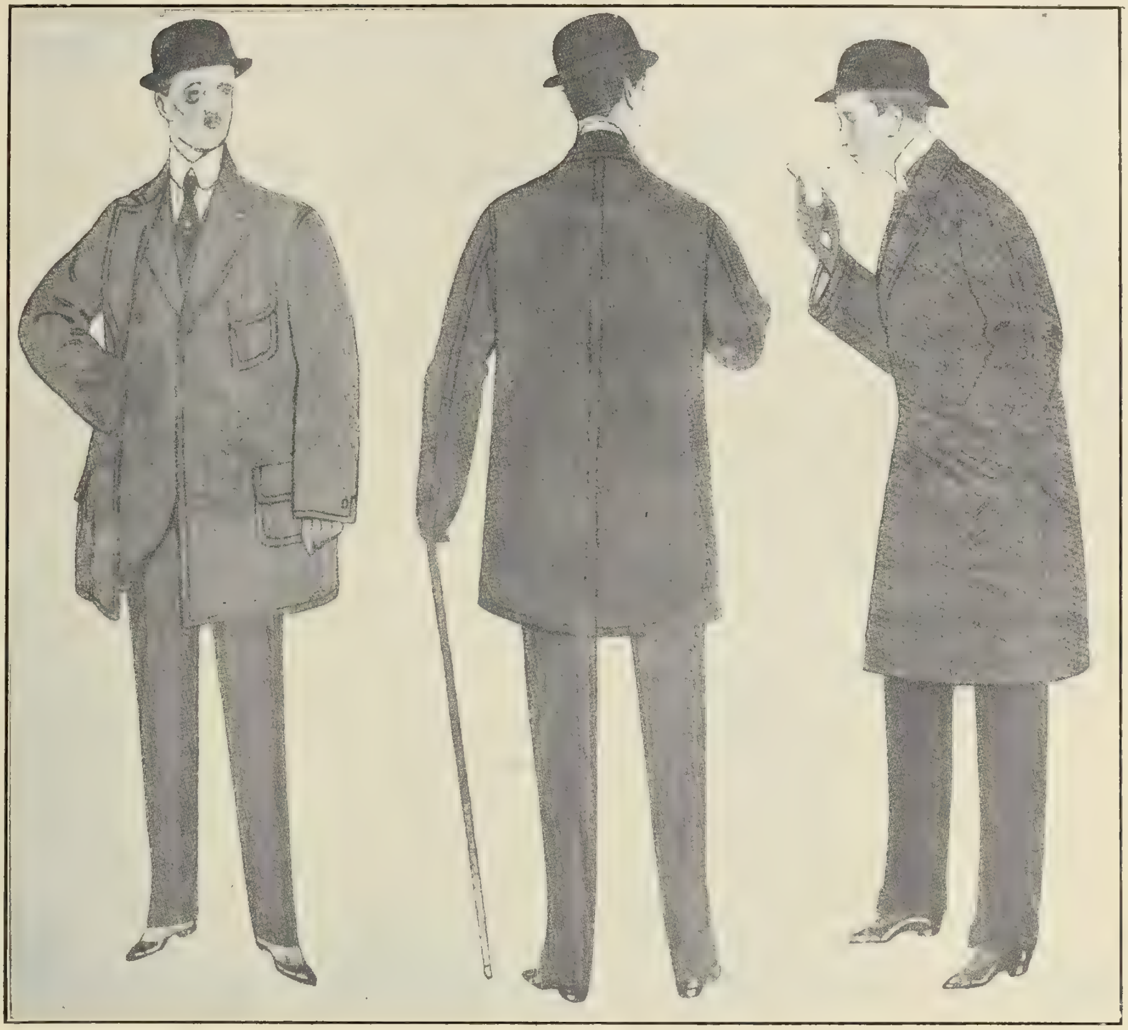


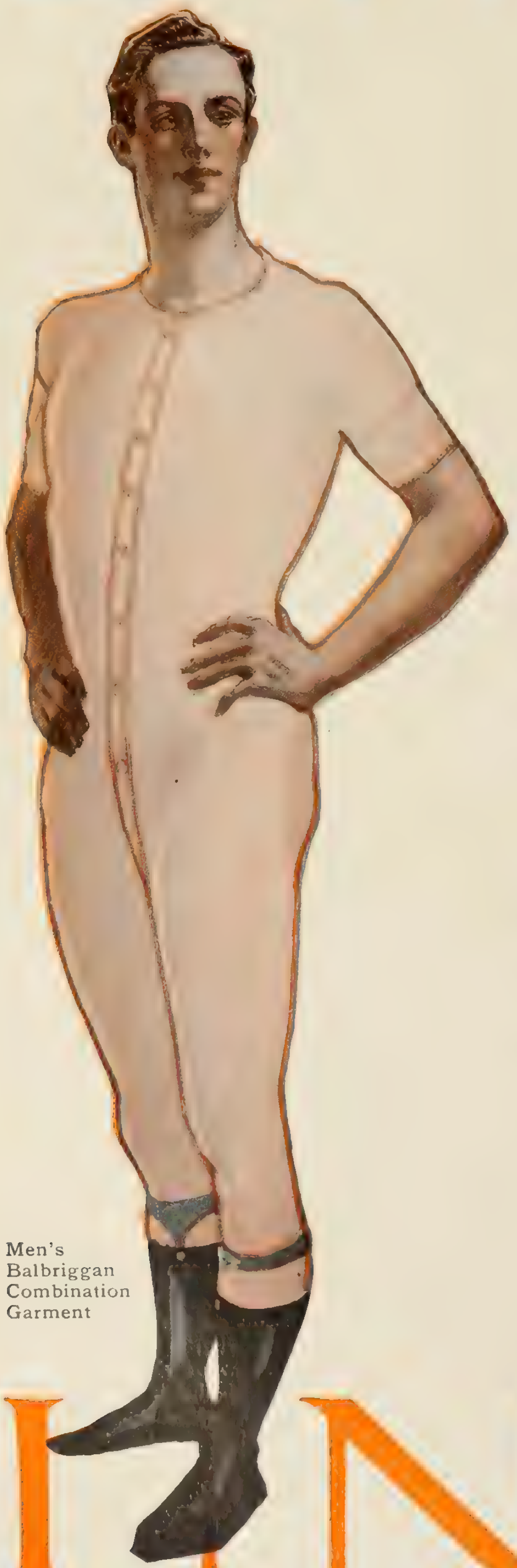
Fig. 1. Fig. 2. Fig. 3.

"To avoid the appearance of being over-dressed an overcoat can and must be stylish," states *L'Homme Elegant*, Paris. Does not this remark apply to the neat overcoat shown in Fig. 1 and 2. To predict the reign of the short coat is to foretell the re-introduction of the cover coat. Its re-appearance is certain. You have only to glance at it to be at once taken with it. It is already again being taken up by men of fashion, and we know many men who have never given it up and who have been impatiently awaiting its return to favor. "There is nothing ***new*** about it," will say some grumblers. Do not let that disturb you. The change will be in the material.

The cover coat is made in light cheviots as well as in cover coatings and the colors are gray, chestnut and natural shades. The band at the back adds to the appearance of the coat and the pockets are of the open type and inside. The collar is of the same material. It is worn with soft crush hat in light natural shades or with the straw.

The long voluminous coats with the ends flapping round the legs are going out of fashion. Everything will now be in the light neat style; even the Raglan. The Raglan with a large "R," figure 3. The Raglan is made in brick color or greenish cheviot with one row of visible buttons, with a somewhat large collar of similar material. It is cut to set almost straight, not bell shaped, and forms a very stylish coat. It is thus evident that one cannot do better than follow the general fancy which the creators of fashion only arrive at by anticipating the likes or dislikes of the public. Men have become tired of the long, heavy style of coat and wish for something lighter. The proof of this is in the sudden acceptance of the new style by men of fashion. This is always the case when the too long duration of a particular style causes it to appear heavy, out-of-date and unbecoming.

ZIMME



Men's
Balbriggan
Combination
Garment

What of 1913?

Lightning does not usually strike twice in the same place—it is equally unlikely that we will have two cool summers in succession. You can reasonably figure on a hot summer next year—you'll also need a good stock of the kind of underwear that insures summer comfort.

Summer comfort is so largely a matter of underwear selection, that summer underwear has a most important place in the buying plans of the up-to-date merchant. Your buying plans should include a goodly assortment of the "ZIMMERKNIT" lines. Our agents will be pleased to furnish particulars. Your Jobber carries these high-value goods.

UNDER

RKNIT

The lines we make for men and boys

Fabrics	Styles
Silkette	*Long sleeve and ankle*
	Short sleeve and ankle
Lisle	*Short sleeve and knee*
Mesh	Combinations
Porousknit	Two piece suits
Balbriggan	Coat Shirt and loose knee
Velvetrib	Jerseys for outing use
Merino	Athletics for "Gym" use
Cashmere	Bathing suits (in one piece / in two pieces)

> Our 1064 Two Thread Combed Egyptian Balbriggan is the best value on the market to-day at 50c. per garment for two piece suits; and $1.00 for combinations.

E. H. WALSH & CO.
TORONTO
Agent for Quebec, Maritime Provinces, Manitoba Alberta and Saskatchewan

W. R. BEGG
TORONTO
Agent for Province of Ontario

A. R. McFARLANE
VANCOUVER
Agent for Province of British Columbia

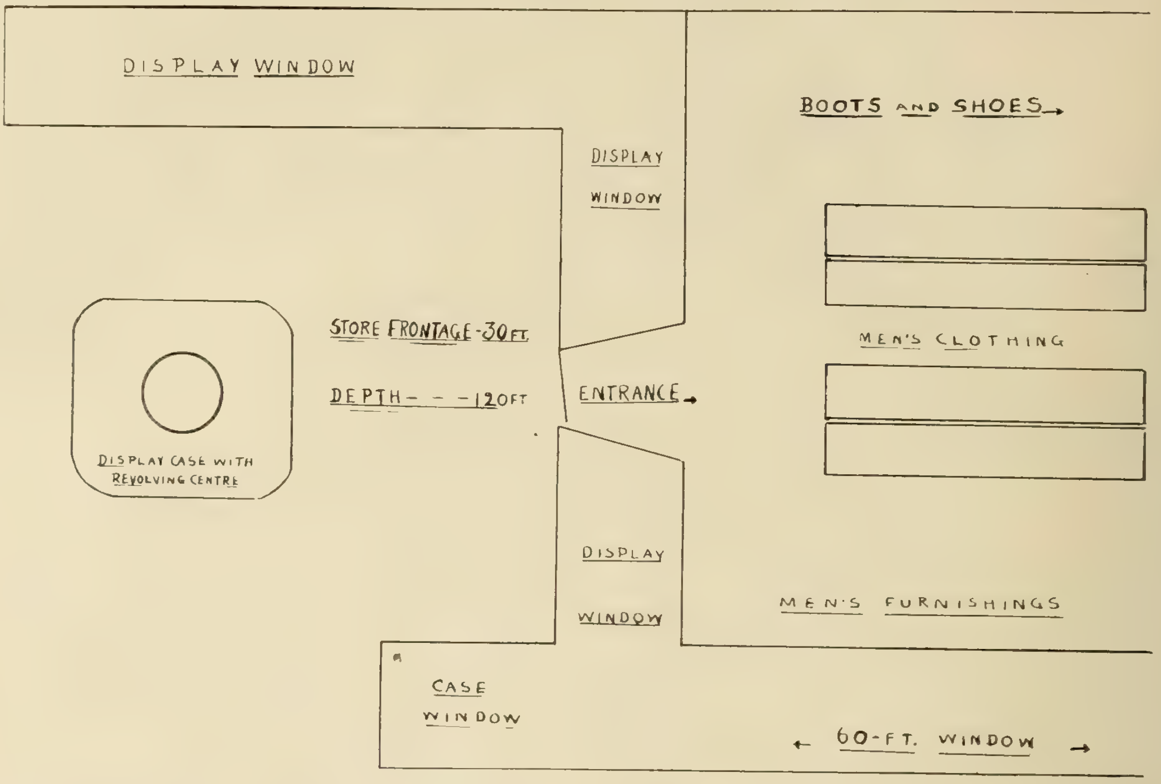
Illustrating the new "Zimmerknit" Boys' Jersey

Zimmerman Manufacturing Co.

LIMITED

HAMILTON - - - ONTARIO

WEAR



Store front of E. J. Hart & Bro., Edmonton. The store is on a prominent corner, displays surround the vestibule and on line with street is a large show case, with revolving centre, in which displays are changed daily.

Cash and Windows Help Reduce Expense

How a corner location has been arranged to advantage by an Edmonton firm — Methods that have won success for E. J. Hart & Bro. — Yearly turnover of $200,000 with cost of doing business 19 per cent — The quarterly report a constant inspiration — Result of eight years' work

AN annual turnover of $200,000, weekly sales averaging $600; cost of doing business, 19 per cent.—these are three outstanding facts in the record of E. J. Hart & Bro., men's wear dealers, Edmonton, Alta. This firm, in common with many other retail concerns in the West, had a modest beginning. The building which they opened for business eight years ago was a very small one, as compared with their present store, and everything else may be said to have been in proportion, with the exception of the purpose which the young men kept before them on leaving their homes in Newport, Ont., to make the venture.

What the Windows Have Done

How have they done it? Probably the accompanying plan of their store will afford more information on that point than might first be supposed. The store is on one of the most prominent corners in Edmonton, has a frontage of 30 feet; depth, 120 feet, and the length of the display windows is 90 feet. The plan shows the vestibule to have windows on two sides, a large display case with revolving centre stands on the street line, and the corner side of the vestibule is open save for a window or case which is large enough for unit displays. This front might have been built out flush with the street with an entrance from each side but to the merchant this theory looked good, namely, that a store with corner location should be directly approachable from that corner and that a large percentage of people attracted into a vestibule of this kind will enter the store and do business.

On one side of the store is a 60-foot window and no matter what the point of view, the front of this men's store is attractive. It demonstrates the confi-

Announcement Extraordinary

Bordered Neckwear

For the Fall and Holiday Season, we are showing 150 exclusive ideas in Bordered End Neckwear.

What they say:—

> **"For originality of Designs, blending of color schemes, ground weaves, unique borders, etc., we have never produced their equal."**

The above is what the manufacturers of our tie silk said with reference to our lines.

Prices from $4.25 up.

Note—Our merchandise is all silk (not artificial filled), thus enabling the manufacturers to produce the best that money can buy for the price.

Our representatives are now on the road. It will pay you to defer buying until you have seen our range.

The Sword Neckwear Co., Limited
TORONTO

dence of the merchants in strong display advertising and this is the secret of their success—that, and the personality of the firm.

Specializing in the better class of men's clothing, furnishings, shoes and leather goods, this store has built up a business with the more profitable kind of trade whose price limit is not so confined as to keep the merchant within narrow margins. Moreover, the cash method has been adopted, and this fact probably explains, in some measure, how it is that the firm's cost of doing business is only about 19 per cent. of sales, as against 23 to 25 per cent. in many stores, and this includes every item not excepting partnership, insurance and salaries of the partners. Expense involved in collecting accounts, in writing off bad debts, has thus been eliminated and since the display windows are the chief medium of information to the public, the advertising item is inconsiderable.

The display in the large vestibule case is changed daily, and it is always trimmed to accord with any suggestion of weather, local condition or event. Thus, on a rainy day the case contains raincoats, umbrellas and other wet weather accessories; if there is an important convention or celebration of any kind, there is some suggestion in the case to catch the popular fancy. The revolving centre also enables the trimmer to introduce units that would benefit by constant motion. The windows themselves are always kept up to the minute, not only in methods of display, but in the style of goods shown. It may be said, therefore, that this firm practically pin their faith to their display windows for direct advertising purposes. The decorator is Edward Oehmig, formerly of Boston.

The satisfied customer has always been a factor in this store's success. Thus, if a suit of clothes does not immediately measure up to the impression formed in the customer's mind when he purchased it, the merchants are anxious to make good that impression, and do not hesitate in taking the course necessary to establish the customer's satisfaction.

SOURCE OF INSPIRATION.

Another factor of success has been the incentive of the quarterly report sheet showing the exact standing of the business, their proportion of sales and expenses and comparison with those of the preceding year. While a report on daily business is always available, this quarterly report better shows the way in which matters are shaping, and the ambition to improve upon it constantly, inspires that application to business by the members of the firm and their staff which is sure to have results. The stock of about $50,000 is turned four times a year, and this, coupled with the fact that sales average $600 weekly, indicates the size and general prosperity of the business.

STORE ARRANGEMENT.

The interior of the store is in oak, in natural finish, and the arrangement has recently been changed to admit of a new wardrobe system in the centre of the store. As laid out at the present time, the furnishings department occupies both sides of the store forward, clothing in the centre and boots and shoes on one side at the rear.

Would Boss Exchange Suit?

Evading Unfair Methods

(Continued from page 52)

W. G. Brown, Cowansville, Que.—"Much as I appreciate the injustice and while my inclinations would certainly be to courteously decline to exchange garments that had been worn, I find to-day that on account of strenuous competition especially from the larger departmental stores who make a practice of advertising 'your money back if not satisfactory,' we are obliged to put up with many injustices. We are at present trying to evade some of these unfair methods by having posted up in our store notices such as follows: 'Shirt waists that are mussed, crushed or soiled will not be exchanged or taken back.' Of course, in the case of the suit which was mussed, fifty cents would have put it in condition again and as other stores do exchange no doubt it would be policy to make the exchange, we would take it back with as good grace as we could muster and retain the customer. The above would be our course provided the suit was only mussed and could be made to look as good as new. If too badly damaged or showing wear, we would simply tell our customer we were very sorry, but for these reasons it was impossible to accommodate."

OFFICIAL ORGAN OF N.A.W.T.

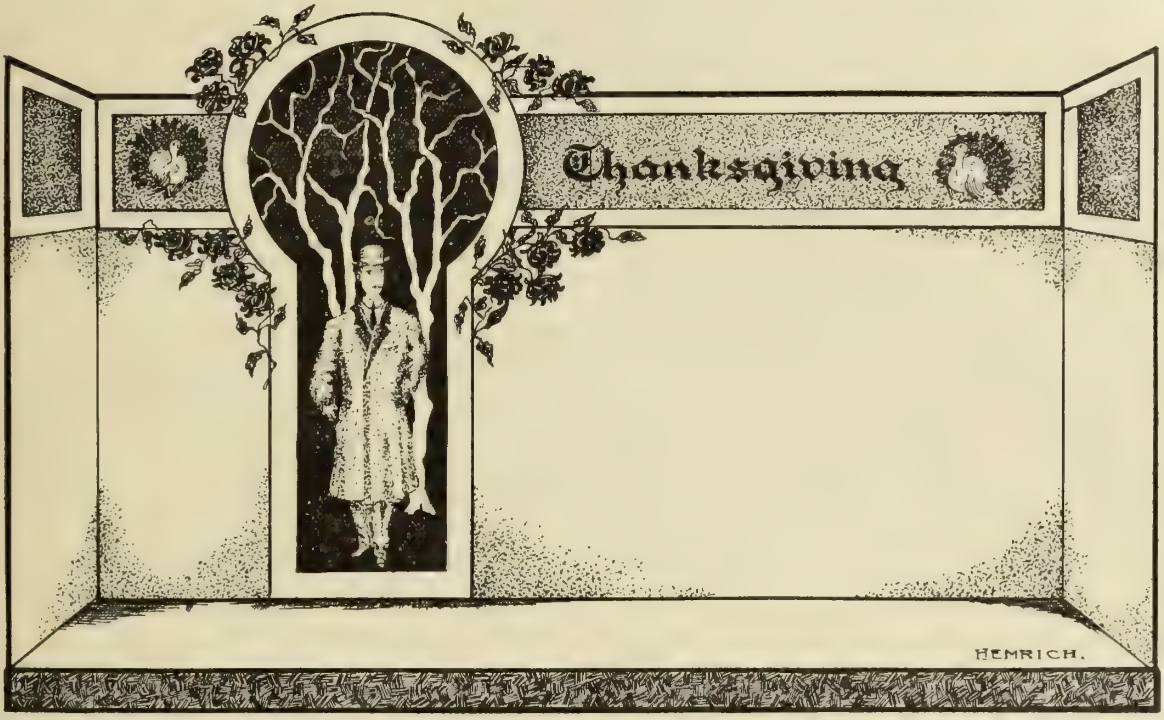
Dry Goods Review,
Toronto, Canada.

Gentlemen:—At our last convention of Window Trimmers, in Chicago, the National Association voted to make your papers, The Dry Goods Review and Men's Wear Review, its special representatives in Canada. We are sure we will receive your hearty co-operation to boost the art of window trimming. The association also voted to subscribe for the coming year for two copies of your paper, one for the president, M. Haffstadt, Knoxville, Tenn., and myself, (secretary,) for which send bill.

Respectfully yours,
P. W. Hunsicker,
Secretary.

National Association Window Trimmers,
Portsmouth, Ohio.

An Appropriate Thanksgiving Background for Display of Men's Wear



THE background illustrated here was designed for the showing of men's wearing apparel, and is very easy to construct. A background of this style leaves your entire window for displaying merchandise. It fits up close to the permanent background. The framework for upright and border panels is cut from one-inch lumber, then covered very smoothly with tan sateen of a dark shade.

The scenic cut-out work is of white felt, the figure is cut from a poster which makers of clothing put out as advertising matter, then pasted to tarlatan. The better and easier way to do this is to lay the cut-outs on a floor, stretch tarlatan over and tack on floor. Then apply paste and allow it to dry perfectly, then tack on upright panel.

A light tan sateen is stretched in the rear of framework of border panels. The letters forming the word "Thanksgiving" are cut from cardboard and air-brushed the desired color. The turkeys may be cut from decorative crepe paper and pasted to sateen, as are also the letters.

The foliage used should harmonize in color, and the chrysanthemum is a very good full flower. If price tickets are used have them small and neatly lettered.

How Ottawa Men's Outfitters Advertise

Letters to special lists — Advertisements that co-operate window displays — Cuts that illustrate goods actually in stock — Booklets discussing leading style features are used by merchants to boost business at the capital

THE men's wear dealers in Ottawa never had brighter prospects for a good business through the coming Fall than at present. But they are not going to sit back and merely wait for customers to walk in without doing some extensive advertising. The daily papers are the favorite medium with men's wear dealers in Ottawa. Several of them, however, have great faith in the circular letter and well printed circular or booklet, in which special lines are illustrated and explained in detail.

A representative of the Men's Wear Review interviewed the majority of the dealers this week to find out what advertising policy they are pursuing this year and what the outlook for business is. Almost everyone said that to make their advertising attractive the use of cuts must be realized as one of the chief features. Hermon Beament, of Beament and Johnson, said, "My idea of making advertising successful is to show cuts of the goods. The cuts must be attractive or they will not do the work. We usually advertise one thing at a time and use up most of the space we buy with a smart-looking cut of the article we wish to advertise.

"We issue an attractive booklet which we send out to both our regular and prospective customers and in it we lay before them the most interesting things about new styles. Every month we issue one thousand of these booklets for distribution through the mails. We are cutting out the use of calendars for advertising. About two years ago we concluded they were no use."

* * *

Issues Fashion Books

E. F. Ely, proprietor of exclusive men's wear stores in Ottawa and Toronto, believes that it pays to advertise extensively through the medium of booklets, theatre programmes and the daily newspapers. "If you issue booklets or circular letters, have them printed on the very best paper and in the very best style," is his advice. "If cheap material is used and cheap work encouraged," he says, "your booklet is quickly thrown away, but if it is tastily gotten up it is kept."

The covers of the little fashion books issued by Mr. Ely are works of art and richly and profusely illustrated. He draws the illustrations himself and his wife colors them. Seven-eighths of the space he uses in the daily papers is taken up with cuts, made from his drawings.

Every week he buys a space in the Dominion Theatre programme and uses it to tell readers some of the latest news in the fashion world. A surprisingly large number of young men read ads. religiously. The following is a copy of the advertisement Mr. Ely is running in the programme in question this week:

"Color in men's ties:—Sometimes it is the shape of the tie that most attracts, sometimes the weave of the silk, sometimes the design is the most noticeable fature, but for this autumn and winter it is the color of the tie that makes the difference. All other features in men's ties are secondary. To have a bright, snappy touch of color in the tie is most desirable, something that is in direct contrast to the sombre suits that most men wear, and now that the vest is cut very high and must be of the same material as the coat, to give the right effect the tie must be bright in color. Bright Cardinal, Terra Cotta, Oriole and Green are fashionable. Bright Blues and many entirely new tones in brighter hues are also shown at Ely's Tie Shop at 188 Sparks Street."

• • •

Window and Ads. Co-Operate.

"I am not introducing the circular letter this Fall," said W. H. Blair, of Blair's Limited, when asked about what method of advertising he is going to adopt this Fall. "I believe it is a good thing though. Next Spring I am going to commence to carry out some new advertising ideas I have in my head at present. In the meantime I am going to use the newspapers extensively in addition to my windows. I take care to fill my windows with the goods that I advertise. The day of advertising without illustrating with cuts of the goods has gone by."

• • •

Letters to Special List.

Stewart McClenaghan, president of The Two Macs, Ltd., says he will send out by mail to a special list, a number of letters through which he will tell of some of the new ideas for men's wear that are being introduced this Fall.

These letters will be followed up with the new Fall catalogue.

The Two Macs advertise through every conceivable local and district medium and this Fall they are going to advertise more extensively than they have ever done before.

"Some merchants think advertising does not pay. They may not get results quick enough to suit them, but if they would keep up the policy for a time they would learn differently. I found this out by experience," says Mr. McClenaghan.

* * *

Papers and Windows.

R. McGiffin, who has three exclusive men's wear stores in Ottawa is one of the few merchants who does not use the booklet or letter form of advertising. He places his faith in his windows and the daily newspapers to reach customers. He too, agrees that attractive cuts help to sell goods.

Other dealers in Ottawa testify to the value of booklets and newspapers and are going to use both mediums this Fall more than they have ever done before.

Two Macs Enlarge Store.

An additional floor space of 3,300 square feet has just been added to the store of The Two Macs, Limited, Ottawa. The ground floor of the store now measures 10,000 square feet and there are 200 feet of display windows on the corner of Bank and Sparks Streets, by far the busiest corner in the city.

Less than 25 years ago The Two Macs opened a store on the same corner with a floor space measuring less than 1,000 feet. The recent addition was acquired for the purpose of extending the ready-to-wear clothing department and the space it occupied in the old building has been taken over to make more room for other departments. At a cost of $5,000, fifteen new, revolving wardrobes have been put in, each wardrobe holding 200 suits or 100 overcoats. The boy's clothing department has been enlarged considerably.

The boot and shoe department has been made twice its former size. "The Two Macs" do a big business in boots and shoes. Last year their turnover in this department alone was $37,000, and this week they placed an order for 20,000 pairs of four and five dollar shoes with a Canadian firm. The total turnover of The Two Macs during the year which has just closed was over $300,000. They also do an extensive trade in made-to-order clothing and among their customers are the majority of the Cabinet Ministers.

Mr. McClenaghan says that he has built up his business largely by following a consistent policy of advertising.

Have Improved Their Store

Alterations and improvements have just been made to the clothing and men's wear store of Power Bros., 202 Sparks Street, Ottawa. Thirty feet has been added to the length, making the total length of the store now 100 feet. A new hardwood floor has been laid, a fancy metal ceiling replaces the former plaster one, and two handsome L-shaped windows have been installed, which have made the store still more attractive.

Instead of the ordinary system of lighting, which Power Bros. had in their store formerly, they now have about 20 tungsten lamps of eighty candle power each suspended from fancy reflectors. The windows are ten feet high, on a mahogany base, standing about eighteen inches above the level of the sidewalk. In the front, each measures four feet six inches wide, and after running back that width for four feet, open out to six feet wide and are that width back two feet to the door line. The corners of the plate glass are set in solid copper and the floors of the window spaces are in light hard maple.

Power Bros. are also adding new fixtures and show cases.

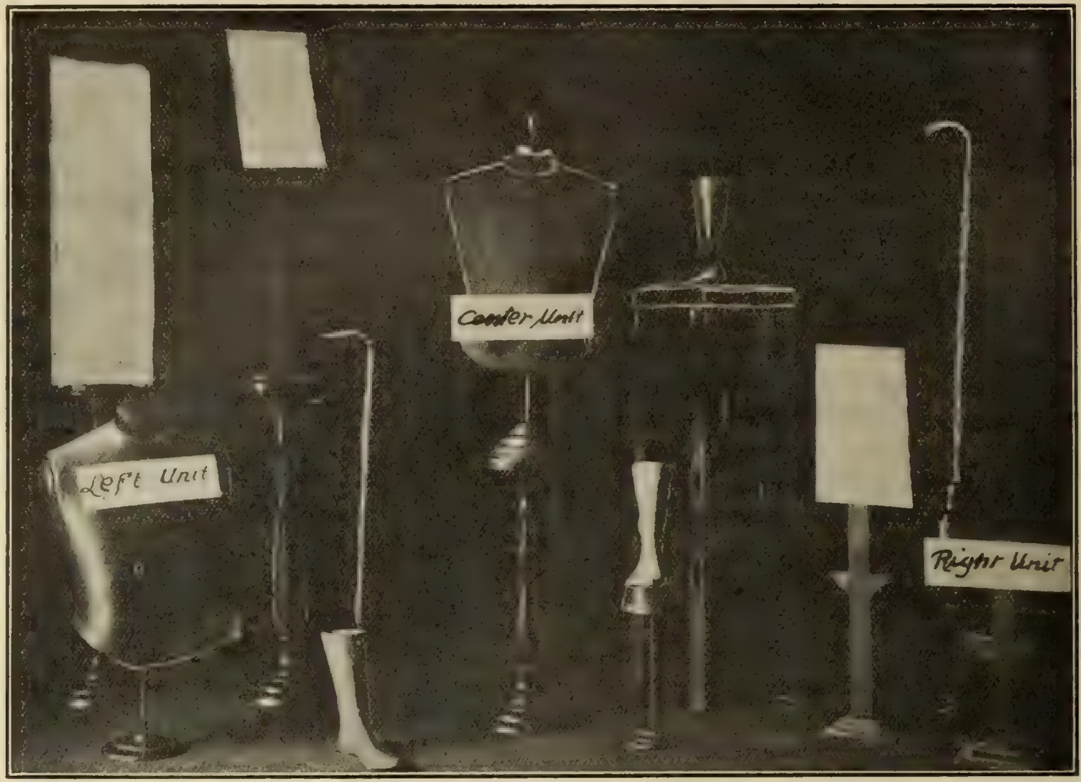
Lines Adapted to Canadian Trade

Montreal, Sept. 17.

The new range of samples of English and Scotch knitted goods for 1913 indicate that the manufacturers across the water are adopting models that have proved popular with the Canadian trade.

There has been some criticism to the effect that the manufacturers in the Old Country did not study closely enough the style features that were mostly in vogue in Canada. These manufacturers have claimed that their models were "right" but that the Canadian buyer was wrong and while perhaps they may have had good reasons for thinking so, yet, after all, the buyer has the say as to what he will or will not purchase.

Evidently the Canadian buyer has made it plain that he intends to exercise his own judgment in the matter for the new samples certainly lead to that impression.



Arrangement of fixtures for shirting window. The display, it will be noted, is divided into three units.

Draping to Suggest Finished Garment

Methods demonstrated at the C.W.T.A. Convention — Plans being made for a larger showing of men's wear work next year — Illustrated talk by George J. Cowan, Chicago — Care of wax figures — Resolutions of appreciation

THE shirting window and fixtures here illustrated embody an idea that was worked out in a demonstration at the convention of Canadian Window Trimmers. It shows shirting fabrics made up to suggest the effect in the completed garment. There is nothing difficult in this display. The fabric is draped over a flat board and either a box pleat or a series of pleats may be introduced. The end of the fabric is fastened over the top of the board brought over the front, and may be so arranged as to suggest cuffs. A collar is placed in position at the top, neckwear and other accessories arranged to suit. The same setting could be employed for a combination showing of ready-to-wear shirts and fabrics for ordered garments.

There were several men's wear trimmers at the convention who took a live interest in the demonstrations and discussions. Plans are now being considered for a still greater portion of the program to be devoted to men's wear work, including papers and demonstrations by some of the best men on both sides of the line.

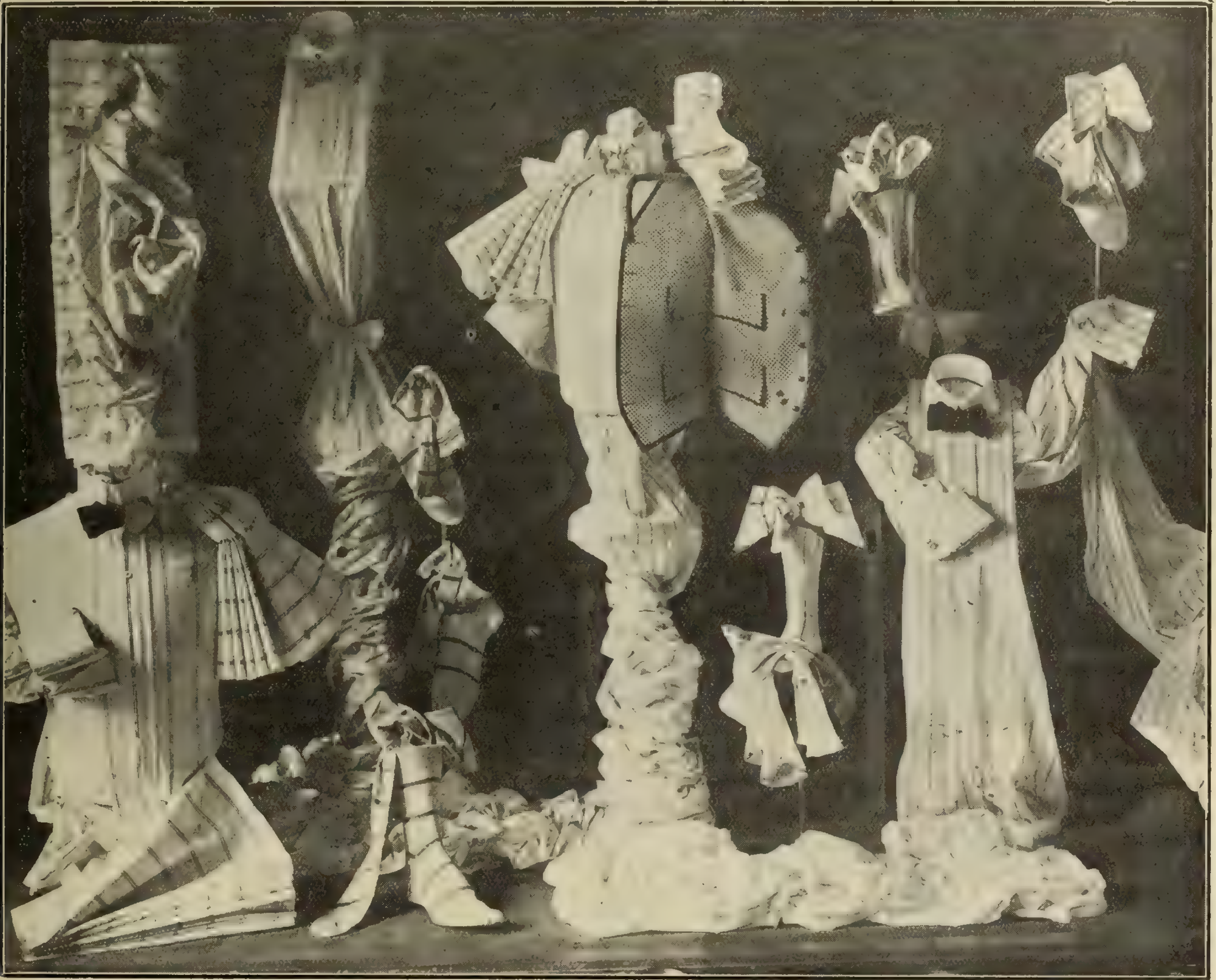
* * *

Evolution of Display Advertising

A stereopticon talk that delved into the antiquity of display advertising, illustrated its very interesting development by reproductions of old prints showing the methods employed in London centuries ago, and so on to the present time with its ornate backgrounds, artistically grouped merchandise and its interpretation of special accessories, was given at the C.W.T.A. Convention by George J. Cowan, window trimming expert, Dry Goods Reporter, Chicago.

The Egyptian slave dealer was no less enterprising than the modern merchant, for he believed in his human "wares" in front of his bazaar. Centuries ago, in London. merchants displayed their goods in

How to Drape Fabrics to Suggest Completed Effect



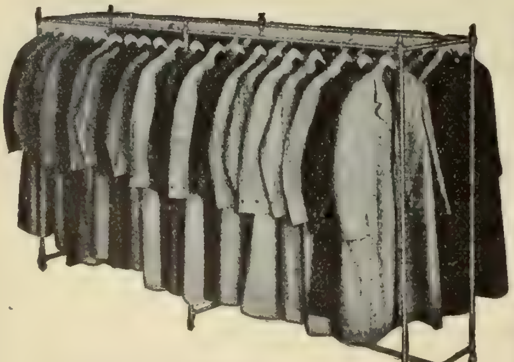
Three units are used in arranging this attractive display of shirtings. Fixtures are shown on opposite page. It will be noticed that fabrics are draped on easels to suggest the finished appearance of a pleated front. This is done by drawing fabric over easel, fastening at back and pleating as desired.

THE TAYLOR MADE RACK SYSTEM

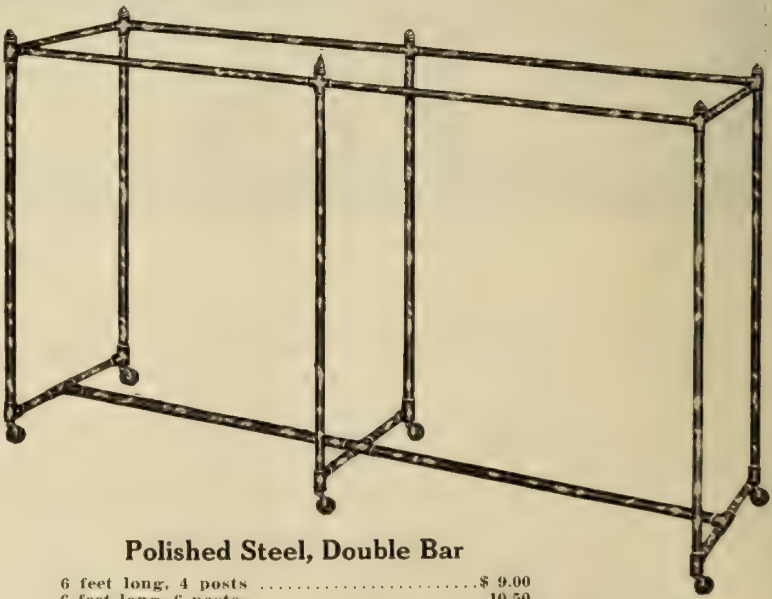
WILL INCREASE YOUR CLOTHING SALES.

Does this illustration appeal to you as being good business—To keep your clothing in saleable condition. Send us your order to-day.

This store equipped with Taylor-Made Racks.



Double Rack, Model A.



PRICE OF RACKS

Oxidized Copper, Double Bar

6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00

Polished Steel, Double Bar

6 feet long, 4 posts	$ 9.00
6 feet long, 6 posts	10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

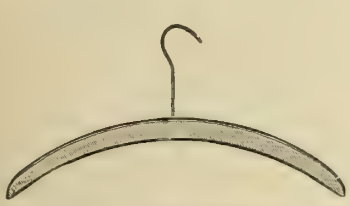
We want you to have one of our new catalogues showing up-to-date window trims.

THE TAYLOR MANUFACTURING COMPANY

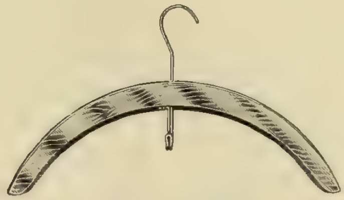
82 Queen Street N., Hamilton, Ont.

THESE ARE THE CORRECT HANGERS

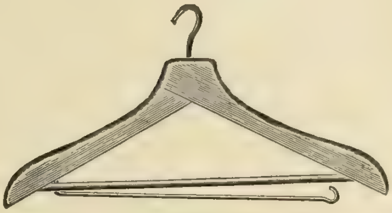
NO METAL TO DAMAGE THE GARMENTS



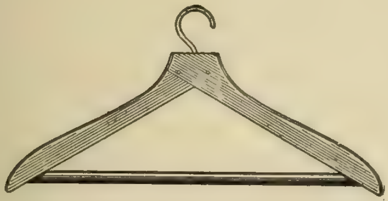
No. 31—Coat Hanger.
Smooth hand buff, wax finish, per 100 .... $3.50



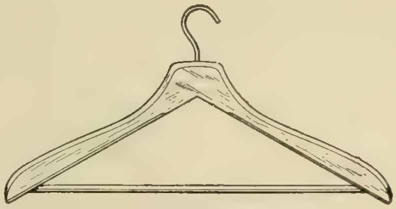
No. 25—Skirt Hanger.
With hook to skirt at placket, per 100 .... $6.00



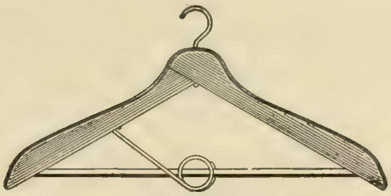
No. 54—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100..... $10.00



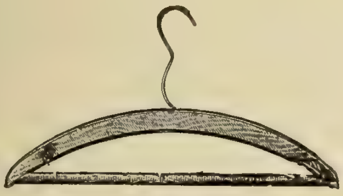
No. 33 I B—Combination Suit Hanger.
Per 100 .... $7.50
No. 33, same without bar, per 100 .... $6.50
No. 33. B. Boys, 15 inches wide, per 100 .... $7.50
No. 39. B. Overcoat, 20 in. wide, per 100 .... $8.50
No. 39. Overcoat hanger without bar, per 100 .... $7.50



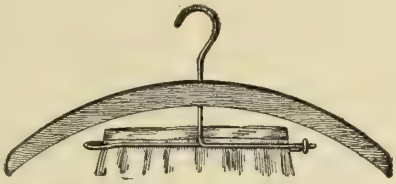
No. 34 I B—Combination Suit Hanger.
Inserted trouser bar, per 100. $8.00



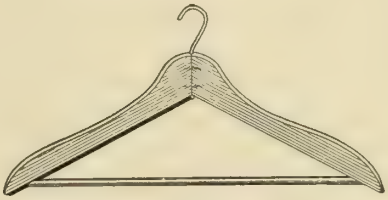
No. 64—Combination Suit Hanger.
With wire attachment to prevent trousers from slipping off, per 100 .... $9.00
No. 64—Boys. 15 in. Same price.



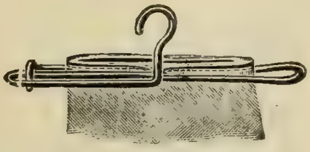
No. 31 X B—Suit Hanger.
With tacked trouser bar, per 100 .... $5.00



No. 92—Ladies' Combination Suit Hanger.
With wire attachment to hold skirt, per 100........ $6.00

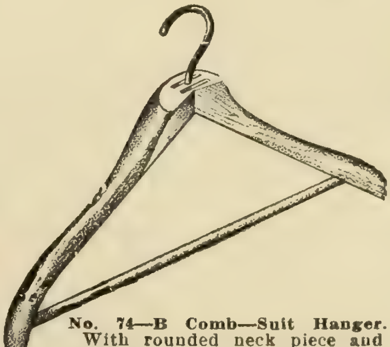


No. 321—Combination Suit Hanger.
With inserted bar, per 100. $5.00



No. 90—Wire Skirt Hanger.
Holds skirt folded as shown, per 100 .... $4.00

**We are
the Largest
Dealers in Hangers
in Canada**



No. 74—B Comb—Suit Hanger.
With rounded neck piece and curved arms. The most perfect garment hanger ever made.
$15.00 per 100.

We want you to have one of our new catalogues showing up-to-date window trims.

Write for new catalogue No. 96.

**Mail Orders Promptly Filled.
Write To-day.**

THE TAYLOR MANUFACTURING COMPANY

HAMILTON - CANADA

ponderous looking bulkheads, which, in the evenings when shutters were up, became the meeting places of city gossips. It took many years to evolve the large, open front, with all sashes out and any other obstacles to the vision removed. Some of the most recent windows used in the Selfridge store, London, Marshall Field, Chicago, Mandel Bros., Chicago, and others of the largest American stores were shown, each containing some definite idea which was quite as applicable to the smallest store as to the large departmental concern. An interesting series was that of the National Cash Register Co., showing faulty windows and signs corrected and made immeasureably more effective. Windows for Fall and Spring opening, for every conceivable occasion or line of merchandise were shown, and the educative value of the talk was therefore inestimable. In this, as in other features of the program, the selling importance of the window was emphasized, and criticism candidly applied by the lecturer to any display that appeared to be overdone in non-essentials.

* * *

Care of Wax Figures.

How to clean, prepare and care for wax figures, was the subject discussed by Thos. Dale, fixture specialist, Toronto. His advice to the members is embraced in the following six "dont's."

1. Don't leave your figure exposed to the sun's rays. You must keep in mind that they are wax, not wood or cast iron. I have yet to see the purely wax figure that will stand the direct rays of the sun focused through a plate glass window.

2. Don't leave your figures exposed to flies and dust, as they will then very soon become unfit for displaying dainty costumes, the purpose for which they were introduced.

3. Don't leave your place of business Saturday night without first making sure that your blinds or awnings are so arranged that your figures will be properly protected over the Sunday.

4. When you wish to remove a wax figure head from a form, don't take it by the face or neck, and thereby leave the imprints of your fingers on the surface of the wax.

5. Don't, when you wish to place a head on a figure, do the very same thing over again. There is a right and a wrong way of doing these things. Place one hand on top of the head and tilt the head back so as to allow you to place the other hand underneath. There is now no need at any time of touching the surface.

6. Don't, when carrying one of your figures from the window or from one department to another, allow the arms to be stretched out at either side. They are liable to come in contact with a pillar of a corner, and then don't write in to the manufacturer and say that in some mysterious manner the fingers fell off.

Resolutions of Appreciation.

The following resolutions received the hearty approval of the convention:

Moved by Mr. Robinson, seconded by Mr. Macdonald, that the hearty thanks of this Association be and is hereby extended to Mr. Hess, Mr. Koerber, Mr. Cowan and Mr. Hollinsworth, Mr. Dale and others for their very intereting and instructive talks. The information which they have given us has afforded a still broader view of the practical side of window trimming and the value of display advertising, and the feeling of this Association is that it is to be congratulated upon the co-operation which these gentlemen have so readily extended.

Moved by M. Brown, Amherst, seconded by Mr. Greenhill, Brantford, that the secretary be instructed to convey the thanks of this Association to those firms who contributed so generously to the prize list, and to the fund necessary in carrying this convention to a successful issue.

Moved by Mr. Maude, seconded by Mr. Robinson that the hearty thanks of the Association be extended to the management and staff of the Prince George Hotel for the many courtesies extended the Association during its first annual convention.

Moved by Mr. McNabb, seconded by Mr. McNicholl, that this association place on record its appreciation of the kindness of the following firms in making available material and equipment for the various demonstrations: Dale & Pearsall, for the use of forms; Taylor Mfg. Co., for men's wear fixtures; Mr. H. Foggan, Stanley & Bosworth & Dunfield & Co., for shirts and accessories for men's wear displays; Robert Simpson Co. for flags and fabrics used in decorations and drapings.

T. M. ARMSTRONG

Decorator, ad-man and card writer for Moore & Armstrong, Barrie.

New Store a Series of Interior Shops

Unique ideas introduced in Filene establishment just opened — Smoking room and barber shop for boys in clothing section — Collar salesmen wear gloves of grey silk — The automatic bargain basement — How stocks are carried

INTERESTING features of the magnificent store recently opened by William Filene's, Sons Co., Boston, are the numerous little shops or bazaars into which the different sections are divided. Thus, on entering the men's clothing department, which is by the way, an addition to the business, one is pointed directly to the little shop in which is the particular class of merchandise desired by the signs over the shop doors. Here, for example, are sold evening clothes. Stepping into the little shop we find ourselves surrounded by high cabinets (of which there are upwards of 100 altogether), containing a wide variety of fabrics and designs of clothes for evening wear. These are exhibited under artificial light to get the same effect as when the garments are worn, or if you prefer you may step into the daylight near at hand.

Absolute satisfaction to the customer will be the rule in this clothing department. Accommodation will also figure to no small extent. Great stress is placed on this point in the alteration rooms. Should a patron wish a suit altered in a hurry, he will be told, for instance, that in order to accommodate him the trouser bottoms (which are all unfinished in this stock) have been felled by machine, but that at any time, at his convenience, if they are returned, the house will replace the machine work with hand work, which they very much prefer to have on all their garments.

On the same floor with the men's clothing department are the departments for boys' clothing, custom shirts, custom clothing and specialty clothing for motoring or other athletic purposes, men's and boys' shoes, boys' furnishings and hats and caps.

Some of the creature comforts adjacent are a smoking room, a spick and span, no-tip barber shop, presided over by half a dozen white-suited artists and half as many pretty manicure ladies. There is a separate barber shop for boys' and still another for children.

METHODS IN COLLAR SECTION.

A striking feature of the furnishings department is the collar stock. This is carried in a long bank of drawers, each drawer holding three boxes with covers off, three sizes in the same style to each drawer. The style and sizes are on neat little printed labels on the front of the drawer. Sixty-six styles of two-for-a-quarter collars of 25-cent value, put up in individual boxes, at 50 cents per box. The collar salesmen will wear gray silk gloves.

If a customer is of an uncertain mind as to the style or the height of collar desired he may select any number of collars, retire to a convenient dressing room and try them on to his satisfaction, and make his selections in this manner.

A novel stock-keeping idea in this department is the combination of lot number and selling price; for example: Lot 01100 sells for $1; lot 01150, same garment in another style, sells for $1.50.

A shirt for $1, with an extra pair of soft cuffs, which may be returned with the shirt and be attached when the original pair of cuffs show signs of wear will be a factor in the establishment of this new store as a shirt centre.

One noteworthy feature commented upon at the time of the opening was the undoubted enthusiasm and co-operation of the employes. It is clear that the personal interest of the store's employes is intense and real. Practically the entire force worked until very late the night before the opening and were willing to work throughout the entire night if necessary. It will be recalled that the Filene store has been for many years conspicuous in its broad treatment of its employes.

AUTOMATIC BARGAIN BASEMENT.

Above ground it is a big store, but below ground there's still another, for there is found the automatic bargain basement. This is no cheap, mixup, scramble-and-get-away rummage sale of odd lots either. This is a dignified series of little shops, arranged just as in the main store, where the shopper can examine special values in all lines. If it isn't a special value it cannot find its way into the basement store, for it is governed by an automatic price reduction plan that clips a quarter off all merchandise two weeks old. Another quarter at the end of the third week and still another if any of the lot remains when four weeks have passed. No lots are exempt from this rule, and this store carries no regular stocks. All merchandise sold in the bargain basement must be dependable in quality and special in prices. These are the only essentials.

Few people realize how quickly Automatic Bargain Basement lots sell. Instances are on record of 115 coats selling in eight minutes, 2,750 aprons in a day, 104 silk waists in 15 minutes, a lot of 5,200 pairs of stockings in one day, 300 capes in an hour.

(Continued on page 82.)

Foggan Solves Problem of Lost Motion

Toronto's men's wear dealer carries on business in space 9 x 16 feet — Smallest men's wear store in Canada has stockroom six times as large — In hotel block and captures convention business by means of welcoming streamers — Space for customers 2½ feet wide — In exclusive section

A MEN'S wear shop that is not much larger than a good-sized garment display case, and which has for stock room a space more than six times its size, is that conducted by M. H. Foggan, 129 King St. West, Toronto. The store is nine feet deep by sixteen feet long, while the stock room in the basement has a length of 60 feet. When new goods are required to replenish stocks in the store, it is necessary to descend through a trap-door at one side of the store and behind a counter, and it is not a very "yawning" trap-door either.

"There is just nice room for salesmanship in this store," states Mr. Foggan, "but I have yet to hear a customer complain about limited dimensions. You see it appeals, in a way, to their curiosity to enter what we consider to be the smallest men's wear store in Canada, and in a place of this kind it must be all business and no frills."

The store is in the Prince George Hotel block, and its outward appearance is somewhat deceptive. It has an eight-foot window little more than one foot deep yet the displays give no suggestion of crowding or over-economy in available space. The window is now being improved by the introduction of dividers which will enable Mr. Foggan to better arrange his displays in series of distinct units. From the exterior the store has the appearance of one many times the size.

SPACE PER CUSTOMER.

Ask the proprietor how much space should the average customer require for shopping purposes, and he will probably say that 2½ feet is a reasonable amount, that being the width between his counter and the wall cabinet which runs along the rear wall of his store. It is a space which seems to take the high cost of living and the stylish slim outline into consideration, but in order that his store shall not be found lacking should a particularly well-fed person enter, Fr. Foggan is having the width of his counter cases reduced to twelve inches, and he reserves eighteen inches for himself behind the counter. Against the window background is arranged another glass-enclosed display fixture. Thus, back, front and both sides are used to carry stock neatly, and there is then room left for neat display units or other suggestive arrangement of goods on the counters. The door is at one side.

GETS CONVENTION BUSINESS.

"It is impossible to lose the goods in a store of this size," said Mr. Foggan. "When a customer enters, he can take in the entire stock in a few glances, for, to as great an extent as possible, the displays are representative of the lines we carry in men's furnishings and raincoats. Our windows are our best advertising mediums. During the past Summer several very important conventions have been held in the hotel and I have obtained considerable business from them by placing against the window, so as not to hide the displays, a banner or streamer welcoming the visitors. During the window trimmers' convention, for example, many of the boys dropped in to say that they appreciated a streamer in the window calling attention to their meetings. I believe in lots of light and among the changes now being made is the addition of extra lamps so that we shall have, all told, five thousand candle power for store and windows."

SALES MADE QUICKLY.

The store's size solves the lost motion problem for Mr. Foggan. He states that stocks are so easily reached, and new lines so accessible to customers for inspection that sales are made very quickly. He is, therefore, his own salesforce, and has his mid-day meal brought to him from a restaurant. On rush occasions or when it is necessary for him to leave the store of an evening, he arranges with an assistant for the time being.

It is an unusual store for so exclusive a quarter as King Street West, in which men's wear establishments are rich in dimensions and fixtures, to say nothing of the stocks; yet "Foggan" is getting the business.

New Store a Series of Shops.

(Continued from page 81)

It is not difficult to understand that the prices must have been extraordinary low to make records such as these.

Althought the new building stands only 125 feet above the street, it is carried 53 feet below the sidewalk, its three additional floors thus obtained giving 11 in all. Each storey is exceptionally high, too, so that the building is perhaps the equivalent of one of 16 storeys, as construction ordinarily goes.

NECKWEAR AND ACCESSORIES

Later styles now going to the trade — Wide military stripes featured in New York — Great variety in knitted designs — Heather effects to match clothing fabrics — Border ends and odd spacings in silks — Tendency in neckwear

CHRISTMAS novelty neckwear samples have already been shown in some centres. Later novelties are being sent out to augment assortments and develop the styles which, according to early indications, are being well received.

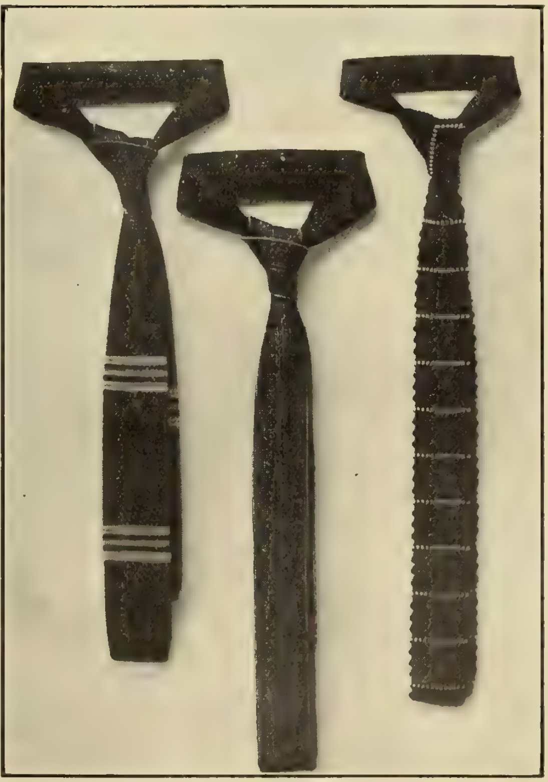
The question of discounts is brought up for consideration. The tendency in all sections of the manufacturing and furnishing trade is for close discounts and shorter datings. Ready-to-wear, silks and wholesale dating terms have shown this. For late Christmas buying, 10 per cent. extra discount, with non-guaranteed delivery, 1st to 15th December, is a concession which should appeal to men's furnishers. Neckwear is comparatively a small part of a haberdasher's stock from the point of view of investment involved. The bulk of ties sold in December are chosen during the ten days preceding Christmas and to take advantage of the extra discount, Jan. 1-10, is an easy matter with any merchant doing a fair turnover.

But it is argued that merchants only get values they pay for and are satisfied with closer terms of confidence in selling numbers and natty styles are essential. Merchants always talk down to a price and have to consider increased costs of doing business, shorter seasons and an insistent vogue. Manufacturers have the same conditions and claim to-day's styles require more materials and better silks, more novelty and quick changing designs with consequent factory losses. Ranges required to meet all classses of trade are increasing. Selling costs of the road are higher.

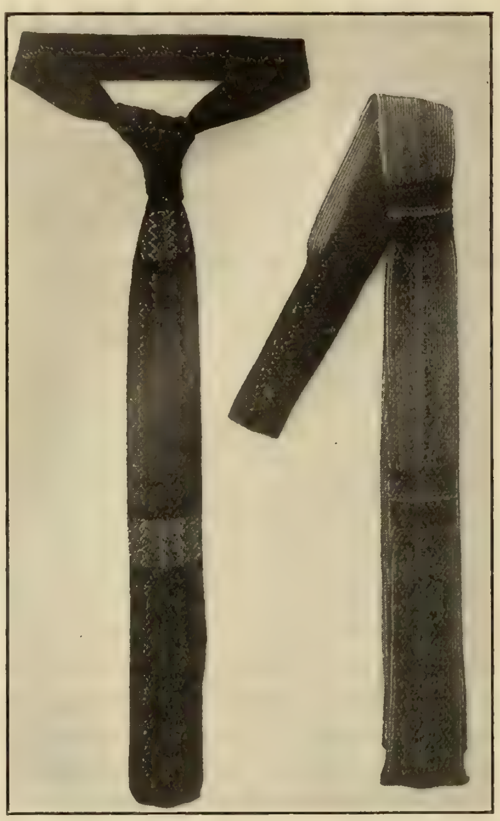
MERCHANTS ARE SPECIALIZING.

Every day more merchants are specializing on higher prices, larger quantities and turnover and quicker seasonable reduction. They are adopting correct ideas in merchandising. The trade is not to blame because they can secure values giving proper profits and selling patterns in leading colorings. To apply salesmanship in introducing higher-priced novelties and creating a standard according to locality served, will do a great deal in educating the public to better class neckwear.

Merchants do not seem willing to go the limit for 50c and 75c neckwear, while they can buy suitable lines at less. If values or qualities and designs are not available at less than $4.50 and $6.50, buyers go those prices with a view to assorting their showings. Curtailing ranges and values to increase the demand for 75c and $1.00 neckwear is only possible by means of co-operation. Customers have to be educated through the merchant. As discounts and closer datings are adopted and manufacturers are more concerted in the matter, results will show more progress. Meanwhile merchants are taking advantage of conditions both in assorting stocks and increasing profits. It is not their concern regarding either prices or patterns if the goods sell. The 50c impression is not thought of. However, not so very long ago 25c ties were quantity sellers and the buyer's inclination is to



Neat designs in shot and crochet knitted neckwear by Laces and Braid Mfg. Co., Toronto.



Novelty knitted ties in all silk, hand crochet and bar effects. — Monarch Knitting Co., Dunville.

get prices consistent with the appearance or style whether his purchases cost $2.25 or $4.50 dozen.

FEATURES OF GIFT LINES.

Generally there is no great change in styles and patterns of Christmas neckwear. New velour silks in bias stripes, self and Persian bars, brocades and kindred lines, small floral, conventional and stripe designs with bordered ends, are seen in entirely new numbers.

Open-end Derbys in bulk or individual boxes as desired, feature small designs to match the predominating colors of Spring tweeds and suitings. Some of the fabrics are almost similar to the overlaid effects favored. A few line stripes are shown and Paisleys are also favored for the inevitable gift demand. Most buyers are assorting ¼ dozen each of the best combinations. One line at $6.50 is particularly good and another quality has been taken in gold, cardinals, browns, and Indian effects produced by these colors—gold with blue or yellow, and soft browns leading. Ranges as assorted in books show half-shot and half-plain silks. The trade prefer small quiet patterns with bright shades as a contrast so far as can be seen by orders already booked.

Each season brings its own novelties and one of these is the unique spacing of stripes and bars. Bordered ends are the strong feature of the neckwear market. The soft finish and lustrous texture of newer fabrics such as velour silks, brocades and fancies lend themselves to a neat knot and have the approval of the most exclusive shops.

For more staple trade, every design is shown in black and white and some sections still call for cardinals. About 4 of the best colorings from each book interest a buyer, who is taking a fair assortment. Some good values to retail at 25c are offered and among the staple silks, failles, poplins and bengalines, usual shades are wanted with the season's style colors doubled in quantity. New York is now wearing broad military stripes, one-eighth to three-quarter inch wide and cut on the bias.

KNITTED NECKWEAR.

The situation regarding knitted ties is unique. The trade is calling for something different and is at present showing hand crochet effects both in silk and mercerised. These are mostly in a conspicuous cross-bar or plain shades. Among the novelties lately is a diagonal knit from the centre line resembling a herring-bone effect, while another knit bears a

Bordered ends and odd spacings is a feature of the new neckwear. The examples illustrated are in grey and white novelty silk. — By E. & S. Currie, Toronto.

Quality CAMPBELL'S CLOTHING Quality

Build and Keep the Profitable Business

This is a proposition which faces every retailer throughout the country. His stock of ready-to-wear suits and overcoats may be all right, but has he the satisfactory made-to-measure service to back it up? You can get this business pulling combination in its highest degree with

CAMPBELL CLOTHING
AND
CAMPBELL SERVICE

For its superiority in style, quality and value, Campbell Clothing is known in Canada from the Atlantic to the Pacific. Campbell made-to-measure service is equally well known for the thorough satisfaction it gives dealers and customers.

THE CAMPBELL MFG. CO., LIMITED
MONTREAL

CAMPBELL'S Quality CLOTHING

SHIRTS, COLLARS AND CUFFS

Higher standard of quality the feature of new shirt lines for Spring — Difference in demand now and seven years ago — Great volume of trade done on better values — An interesting stage in shirt manufacture and retailing — An opportunity that calls for clever salesmanship.

THE most notable feature of the new Spring shirt ranges is the emphasis that has been placed upon quality of a higher standard than what has usually obtained. It is an interesting fact, not only to the manufacturer, but to the retailer that while there is to-day a very strong demand for shirts at $18, $24, and $27 the dozen, the great volume of trade seven years ago was done in $10, $12, and $15 lines, and this fact doesn't indicate that former values have become advanced, but that the trade has gradually come to an appreciation of better quality and incidentally, better profits.

While an enormous business is still done in cheaper lines, the proportion of every community showing an increasing interest in the better lines is becoming larger. Manufacturers have not been slow to observe this tendency and the men's wear dealer is seeing in it an opportunity to help the department turnover. The result is a much larger range of high-class fabrics than has ever been shown to the trade in a general way before.

So far as patterns are concerned, there is little to say. As one manufacturer described the situation: "Stripes are everything stripes in blue, black, green, tan and combinations of all four, while in plain-colored fabrics there is nothing that has not already been described. Soiesette, madras, mercerized fabrics, some silks, and silk mixtures are featured in the better lines—and the neater the design the better it sells. You see, shirts may be said to be passing through a very interesting stage. The season does not matter so much as it did years ago when negligees for Summer and stiff fronts for Winter were the rule. Now, we find merchants demanding immediate delivery on Spring lines. What is the reason? They want to fill up or brighten their Fall ranges. The features have been standardized to such an extent that garments intended for one season are good in another, and the proposition is one that simmers down to skilful salesmanship. Variety of desirable fabric has been the point to which special attention has been paid, and the merchant knows that the time is ripe for such a development. Given a range of patterns that cannot possibly be wrong, the next point to emphasize is quality; and development of the shirt department along that line will be marked in the next few years. For this reason the productions of each season are decidedly interesting."

Neckware and Accessories

Continued from page 84.

striking similarity to a heather mixture and comes in shades to match fabric tones perfectly.

During the past month entirely new ranges of domestic knitted ties to retail from 50c each to $3.50 each have been presented to the trade. There seems to be no limit to the variety of designs. To show all the color combinations takes an immense range of samples. As an example of the extent of the showings some of the samples, particularly knitted silk ties at $21 dozen, are in 12 designs and 30 different color combinations. In pure silks at $16.50, $21, and $24 dozen, the designs and qualities are equal to anything ever shown to the trade before.

The broadness of the range is given to show the possibility of suitable selection. The newer novelties are made in crochet and line with bars, hobbles, and entirely new conceits in color combinations or any ground work preferred.

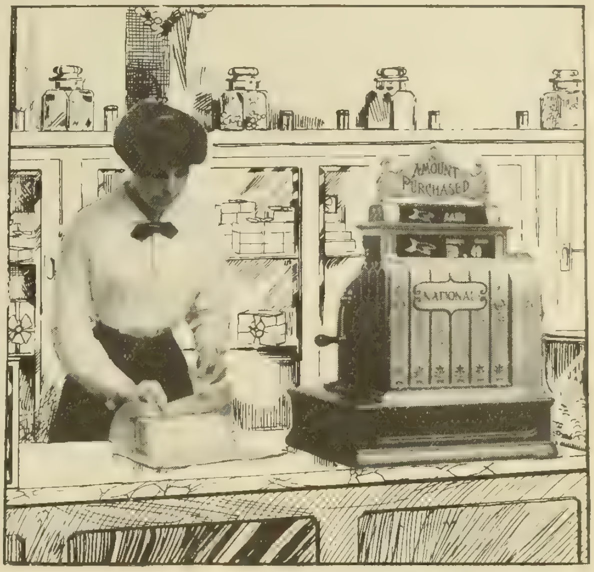
The possibilities of the departure now before the trade depends on the reception, which is given domestic makes. Designing is the last word and if the field is sufficient to warrant the development of newer ideas, the same will be made to order. This opens the possibilities of initial, monogram, cross-bar, diagonal and a host of color combinations to conform with the demand either of the specialty shop or furnishing department.

To offset the feeling in some centres regarding the future of knitted ties, the confidence with which the newer ranges are shown would suggest a revival in retailing. While some buyers are shelving crochet ties in favor of silks because the former wear too long, general trade will not be able to pass up these newer numbers for Christmas and the gift season, stock in packed ½ dozen in special lithographed or monogram boxes.

Study the Needs of Your Store

Adopt a System which gives both quick service and protection

Local Station in Department Store. No. 143 Register.



Receipt-Printing Register for Dry Goods and Quick Service Departments

QUICK service and protection are given in departments where sales-slips and inspection are necessary by the National Slip-Printing Register.

A cashier-inspector at these stations makes change, inspects and wraps the goods. There is no waiting for money to return. The entire operation requires but a fraction of the time ordinarily required.

The printed record on the sales-slip guarantees that the record left in the store is the same as that carried away by the customer.

This system is flexible. Registers can be readily moved to other parts of the store and there is no disfiguring overhead equipment.

This is the modern way by which Department and large Dry Goods stores overcome the weakness of the written sales-slip and quicken the service.

AT small goods counters in Department stores and in all departments of smaller dry goods stores, receipt-printing Nationals are needed.

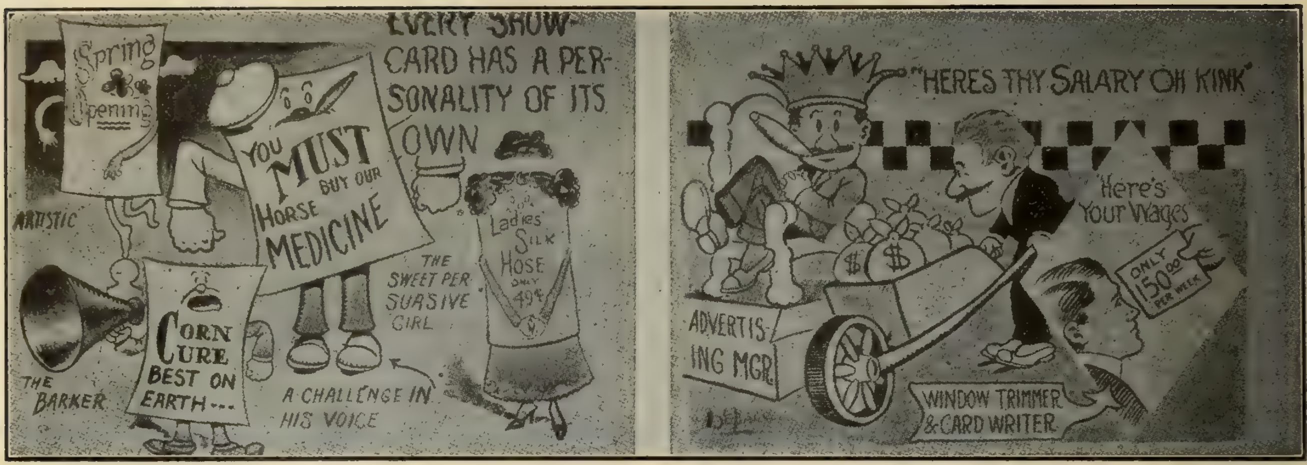
Quick service is combined with real protection.

Sales persons and not inspectors handle these registers. Change is made instantly. A printed receipt is put in every parcel and a correct record made on the adding wheels of the register.

The proprietor of the dry goods store has an accurate and complete check on his business. The printed receipt takes the place of the sales-slip on the sales in quick service departments of Deparment stores. The expense of sales-slips and the time of making them out is saved.

The National Cash Register Company

Headquarters for Canada: 285 Yonge St. Toronto
CANADIAN FACTORY: TORONTO


EVERY SHOW-CARD HAS A PERSONALITY OF ITS OWN
Spring Opening
ARTISTIC
YOU MUST BUY OUR HORSE MEDICINE
THE SWEET PERSUASIVE GIRL
Ladies' Silk Hose only 49¢
CORN CURE BEST ON EARTH---
THE BARKER
A CHALLENGE IN HIS VOICE
"HERES THY SALARY OH KINK"
Here's Your Wages
ONLY 150 00 PER WEEK
ADVERTISING MGR.
WINDOW TRIMMER & CARD WRITER

Cartoons by R. R. Shuman, Chicago, illustrating the so-called personality of the Show Card, and an amusing suggestion as to the relative importance of the card writer and advertising manager.

Live Display Card Questions Discussed

Use of the over-refined card — Not adaptable to every kind of display — The use of distemper colors — How the card should be placed in the window — Message should be clean-cut — Avoid screamers

(For the "Review" by J. C. Edwards.)

ARE stores, in general, ready to accept the over-refined card—that is, the card that is smaller than usual and with very fine lettering? It is my opinion that, if it must come, the trade will have become educated to it very gradually. One cannot very easily lose sight of the fact that the card must be adapted to the display. The small, dainty card is in its place in a jewelry window, where it is nearer the level of the eye and seems to fit in with the highly artistic specimens of workmanship displayed, but for larger goods such as clothing, housefurnishings, massy merchandising displays of any kind a larger card with clear lettering and bright wording is never out of place.

* * *

Placing the Show Cards.

Where should the show card be placed in a display window? The card should not be the most prominent thing in the window. It should harmonize with the general setting, yet with sufficient contrast to attract the eye. It can do this and still be a part of the whole. The card should never be placed against goods displayed. It must stand in relief and its place is on the floor, not raised high enough to interfere with a clear view of the goods. Under no circumstance should a card be placed flat against the glass. It should come within the same focus or perspective as the goods.

Avoid the Screamer

The wording on a show card should never partake of the nature of a scream, nor should it suggest the midway spieler. These are alright for the front of a circus tent, but the average merchant can surely select the news features in the goods displayed and tell the people exactly what they want to know. The customer who can always be relied upon detests screams, howls and obtrusive language of any kind.

Distemper Colors.

Use distemper colors in preference to mixing from dry colors or glossy preparations. These colors are ground very fine and are mixed with water. They do not dry glossy, give a nice even finish, can be blended the same way as any other color to get a desired tone or shade and show cards will not stick together. Distemper colors can be obtained at any hardware store. By mixing a small quantity of the desired color with a little mucilage—good mucilage—and diluting with water to the desired consistency, a preparation is obtained which can be used with either pen or brush.

Coat-of-Arms on Cards.

Use and abuse of coat-of-arms on cards. A card recently came to my notice bearing the British coat-of-arms above an American shield with stars and stripes, to suggest Anglo-American organization.

(Continued on page 92.)

COLLARS

For this season the Success range includes all the **latest shapes** besides the staple steady sellers. This shape is the Cromer—an easy collar for general wear.

Success collars retail at two for a quarter and compare very favorably with the three for 50c. collars, imported or otherwise

Your Wholesaler can supply you

The Canadian Converters' Co. Limited
Montreal

Efficient Lighting in the Display Window

Adapting the reflection of light to the size and background of window —Economizing the rays so that the goods on display are seen to best possible advantage — Indirect illumination.

(Concluded from last number).

IN a window about 6 to 8 feet deep and where the reflectors would be attached from 12 to 14 feet above the floor, the curve of the helmet reflector, as shown in figure 3, would indicate that this would be the proper reflector to use in a window of this kind. Note that over 800 downward candlepower is produced by this reflector when used in connection with an 80-candle power lamp. This is one of the most powerful reflectors ever designed for windows of this description.

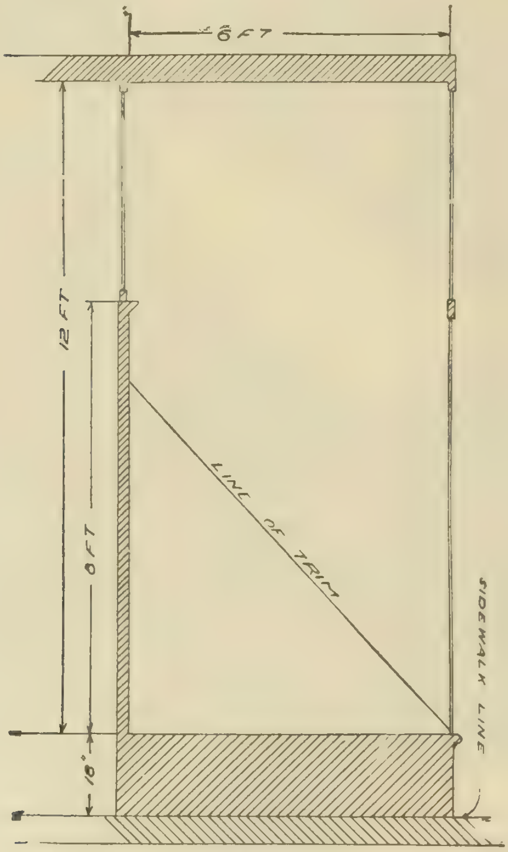


Fig. 3, showing line of trim within which light must be evenly distributed.

Where windows are high, and, as in most cases in windows of this kind, the upper part of the background is made of clear glass, it is important to use a reflector of such design that the light will not be thrown through this glass background. Note where the light is cut off on the background where this reflector is used. None of the light is wasted on the ceiling of the window or on the sidewalk. The light rays are projected in such a manner or at the proper angle so as to cover the entire line of trim.

Where a wider distribution of light is desired, 150 watt lamps are used in this reflector. These reflectors are usually spaced every 18 to 30-inch centres. In some cases, on very brilliantly lighted streets, where dark clothing is shown, they are placed as close as 18 inches and sometimes 15 inches from centre to centre. Very good results have been obtained in lighting stores where these reflectors have been spaced as far as 36 inches from centre to centre.

Very often it is desirable to convert the entire store into a show window where there is no background. In stores of this kind, it is often desirable at night to illuminate the entire store so that articles placed in various parts of the floor can be seen from the outside. Where this is desired, it can be accomplished by using indirect lighting in the interior and lighting the windows with scoop or helmet reflectors. The indirect lighting, which is used in the interior, is provided by placing the powerful Tungsten lamps in reflectors specially designed to distribute the light at the proper angle on the ceiling. The powerful light rays are thrown against the ceiling and are reflected back into the store. With this system of

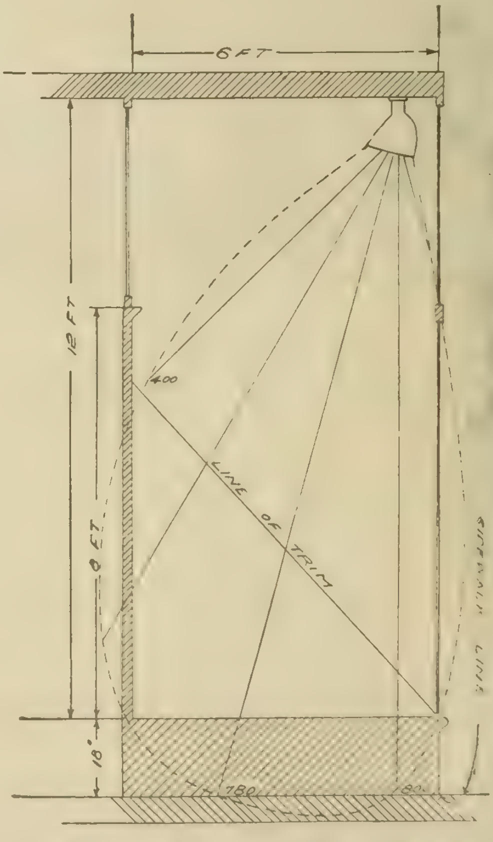


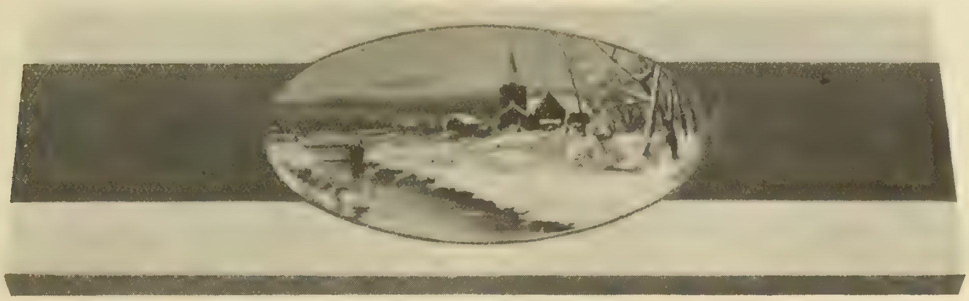
Fig. 3. showing light distribution in window 12 to 14 feet high

CRESCENT

SPECIALS IN CHRISTMAS NECKWEAR

The Best Thing We Ever Offered the Trade

$4.50 Doz. Bigger and better than any $4.50 tie on the market, and the special boxing included. 10% Jan. 3rd.



$2.25 Doz. The best value you ever saw at the price. No charge for Holly Boxing 10% Jan. 3rd.

One of the $4.50 doz. boxes, white with band in green, red or purple.

We know the trade wants original and helpful "Specials" in Christmas Neckwear. Here is our answer.

DETAILS OF THE $4.50 DOZ. NECKWEAR OFFER.

Each tie is boxed separately (as shown above (3 winter scenes). New platform idea in box keeps tie in position.

One dozen boxes in a solid carton to fit. Crated for shipment in 6, 8, 12 doz. lots or multiples, reaching you in perfect condition.

You know the display and selling possibilities of this attractive boxing.

Every tie is a different pattern (no matter how large the order). We state unreservedly each tie is bigger and better than any $4.50 tie on the market.

The patterns are all saleable and the very newest.

The shape is the Christmas favorite, the generous open end (illustrated).

We take pride in this offer and know our selections will sell on sight.

No order for less than 6 doz. Regular terms.

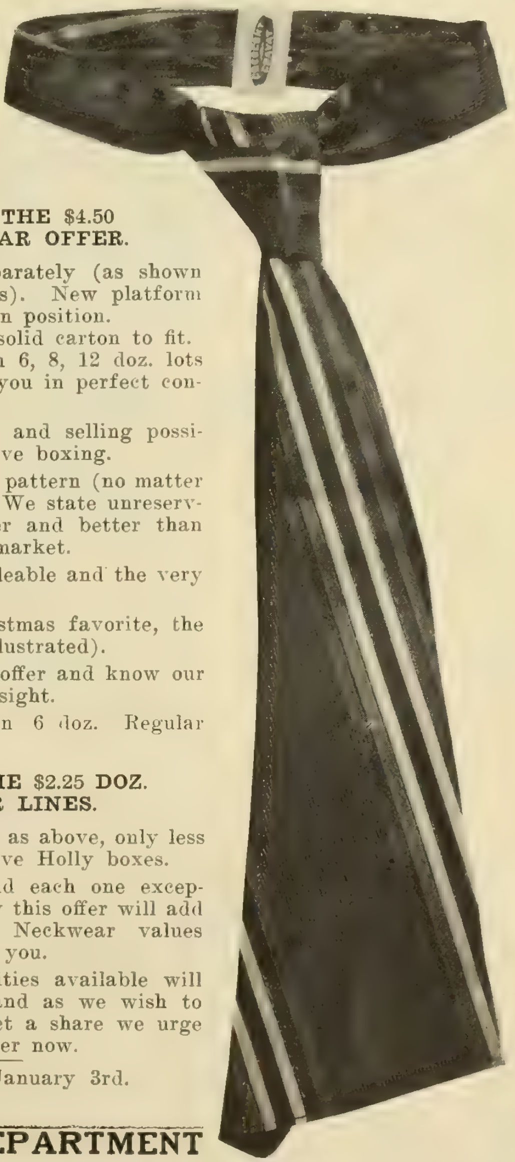
DETAILS OF THE $2.25 DOZ. NECKWEAR LINES.

Same details of boxing as above, only less expensive, but attractive Holly boxes.

Every tie different and each one exceptional value. We know this offer will add to our reputation for Neckwear values and co-operation with you.

We believe the quantities available will soon be snapped up, and as we wish to see all of the trade get a share we urge you to send a mail order now.

Regular Terms—10% January 3rd.
Deliveries October 1st.



NECKWEAR DEPARTMENT

CRESCENT MANUFACTURING CO., LIMITED

MONTREAL

lighting, the distribution of light is very even throughout the entire floor, and the light sources are completely hidden from view of the people on the street. This greatly increases the seeing efficiency of the eye and permits anyone standing outside to see every article on the floor of the store, practically converting the entire floor into a show window.

The indirect system of illumination is fast coming into general use. A great many stores are being equipped with this system of lighting, in fact, at the present time, one of the largest stores in the country is being equipped throughout with this system of indirect illumination. Indirect illumination can only be made efficient and satisfactory where very powerful reflectors are used to project the rays of light against the ceiling. The loss of light from absorption is not nearly as great as people generally presume.

When a reflector which is specially designed for this method of lighting is used and properly equipped, that is, equipped with the proper type of lamp and is hung the proper distance from the ceiling so as to get the distribution desired, the lighting effect is very good and the current consumption is not excessive for the results produced.

Shading With the Airbrush

Materials to use and how to produce striking designs — Suggestions in advt. pages

By L. O. Butcher

Airbrush work can be applied to any kind of surface. For background use either white felt or some of the cotton goods that are best suited.

ARRANGING THE DESIGN.

After getting your drawing in freehand, or with the square system of the pantagraph, make the sketch in outline on a piece of heavy wrapping or manilla paper. From this you can either cut a stencil or offset on the goods by tracing on the back with charcoal or a soft pencil and rubbing on the back with a hard, smooth object such as a knife handle. This will leave a delicate outline on the cloth which should be strengthened with the brush before proceeding with the work. Then lay on the colors according to your original sketch. It will save much time and annoying mistakes to decide beforehand just what colors and how strong you want to use.

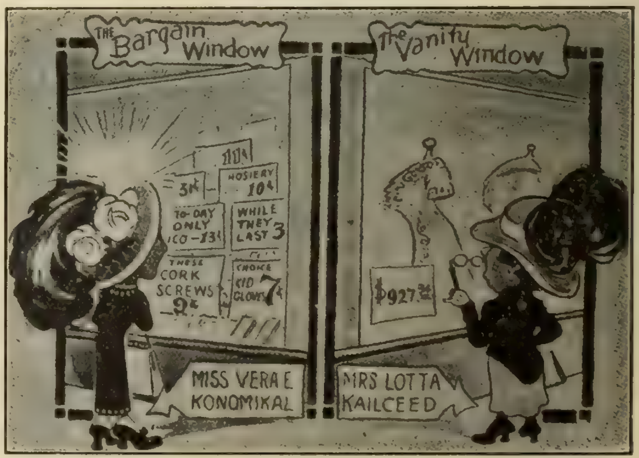
We will take an enlarged stencil of a flower so that we may explain how the shading is done. For the purpose I should use but two colors, red and green. Some of the green parts are in the stencil with the red. This enables you to blow in a tone of red in the leaves which produces a russet or warm tone besides reducing the number of stencils necessary. The object is to produce a drawing that does not have to be "touched up" afterward. It is in treating subjects of this kind that the airbrush is most valuable.

I want to offer the suggestion that whenever you can, you read the advertising pages of the newspapers and magazines. You will find in them some of the best there is in the way of art and literature. You will find seemingly whole paragraphs expressed in a single sentence. You will find best examples of brevity and directness. Every sentence driving in a direct line to the bullseye called selling force. The illustrations too, are of tremendous value. They are made as a rule by skilled men who have concentrated years of experience or study into what they do. Many of them are made by artists of national or international reputation. All of the better sort are made in the simplest possible manner, yet they lack nothing in the altogether principile.

Live Show Card Questions

(Continued from page 88.)

and to emphasize the fact that the clothing advertised consisted of British goods, and American-tailored styles. It was an excellent idea, but the question that occurred to me at the time was, would not such a combination in a Canadian window be resented by certain people who might otherwise be customers? The man who designed the card tells me that some comment of the kind had been made and that the matter had been remedied by placing in the window a neat card of explanation. There are times when a card-writer must be very careful lest his cards be open to double meaning likely to give offence to some part of the community in which the store is doing business.



Cartoon illustrating two basic types of window—the bargain and the "tone" window.

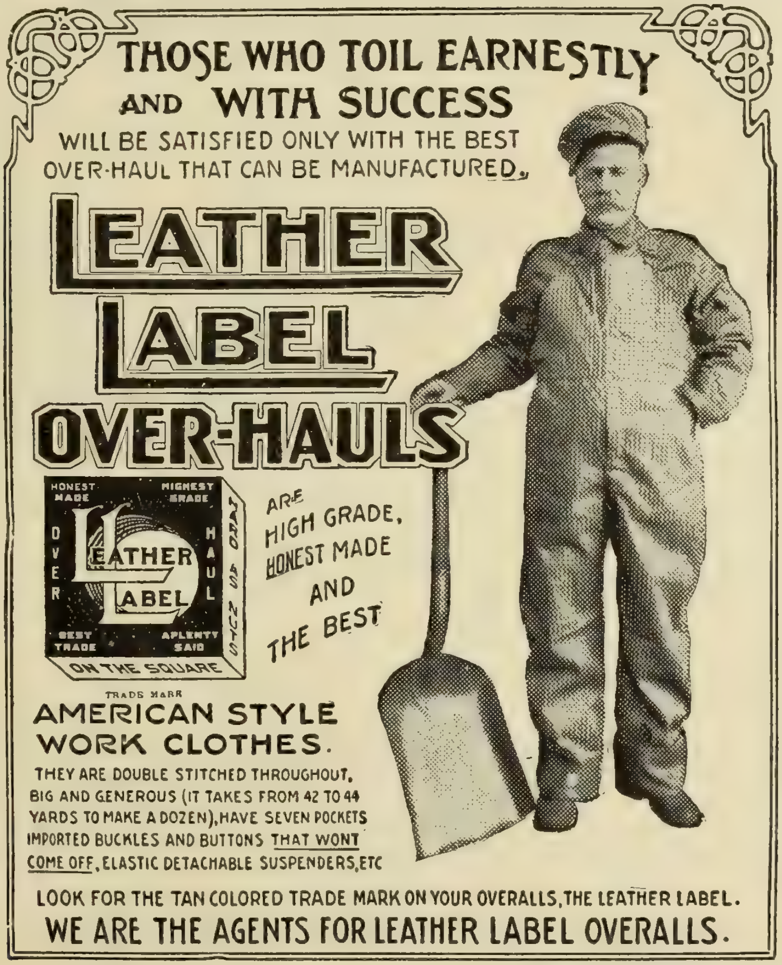
BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?

OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.



THOSE WHO TOIL EARNESTLY AND WITH SUCCESS WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS

ARE HIGH GRADE, HONEST MADE AND THE BEST

AMERICAN STYLE WORK CLOTHES.

THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WONT COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.

WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.

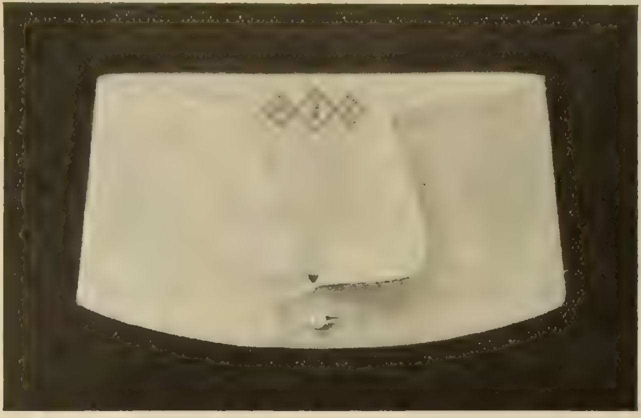
NEW HOME OF LEATHER LABEL OVER-HAULS

The Leather Label Overhaul Co.

Walkerville, Ont.

AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.



TOSCANINI
Front Heights: 2", 2¼", 2½"

HIGH GRADE QUALITY
M J L
MADE IN AUSTRIA

Save The Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly. Our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves. ¶ Two of the popular styles for Fall in

"M.J.L." Brand, Austrian Collars

are here illustrated. These celebrated collars have a world-wide reputation for being first in style, ideas and value. Our improved Collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

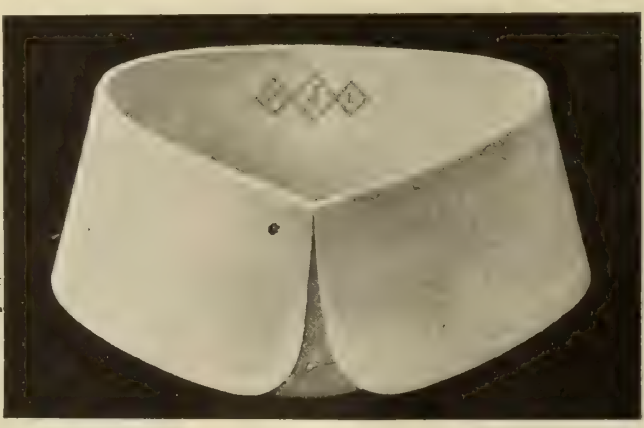
M. JOSS & LOEWENSTEIN

COMPLETE STOCKS IN

TORONTO:
28 Wellington St. W.

MONTREAL:
59 St. Peter Street

VANCOUVER:
801 Mercantile Bldg.



DORCHESTER
Front Heights: 1¾", 2¼", 2½"

AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our Shirts are custom made and hand laundered.

Our Spring line is most complete and we offer many novelties.

M. Joss & Loewenstein

Offices and Stocks in the principal cities of the World

PRAGUE, AUSTRIA

Toronto Montreal Vancouver

Importance of Knowing How in Selling

Possible to gain or lose a customer according to the manner in which the salesman uses his practical knowledge of the goods — Hospitality a factor in building up business

(Otto Buehrmann, in "Men's Wear," New York)

THE personal following of the salesman is built up, one customer at a time, by gaining his confidence, by pleasing him, giving him values which will confirm the representations made to him, and thus inducing him to come back.

"If you will permit me to suggest to you, Mr. Jones," said a clever salesman, "this pair of trousers, although your size in the waistband and length, are cut for a man of different build, and while you might never know the reason, they will not wear as you expect this quality of material to do, for they will crease badly across the front. This fault will cause them to hang awkwardly, and they will pinch you every now and then in the crotch."

IMPRESSED BY TECHNICAL KNOWLEDGE.

"But the other pair does not appear to me to be of as good material," said the customer. "It is a larger and rounder thread of the same kind of yarn, sheared a little closer in the finish, but will wear even better and look equally well, and fit you far more comfortably and neatly than the other pair," is the answer and argument made by the salesman. This technical knowledge of the cut and material impresses the customer and he takes the pair of trousers which are best suited to him. There was no hesitancy on the part of the salesman in telling why he should do this, for as a practical man he knew what to say and do at the right moment.

Just consider the after effect of this sale. If the customer had taken the trousers which caught his fancy, had them develop the faults indicated by the salesman, he would have said to himself, and maybe to others: "That pair of trousers looked all right when I bought them, but they let down all over and I was badly 'done' in that store. Guess I won't give that fellow another chance at me."

A SATISFIED CUSTOMER.

In the other case: the comment will be every time he brushes the trousers and sees how well they wear, "I did not think these trousers would wear for the money I paid for them, but they turned out all right; that salesman knew what he was talking about, I guess, and I will try him on the suit I must have in a short time." It is such hair-splitting incidents, when handled rightly, that result in "a satisfied customer," which is the essence of the "come-back" sale. Technical knowledge, the constituent qualities of salesmanship, enabled the man on the floor to lay another brick in his wall of success.

The nervous, irascible mother, tugs and pulls at the coat on the boy and exclaims, "No, that will never do at all, and this is the only thing in the entire stock (and I have seen it all), which suits me in any way." The salesman knows his business, and with an interested professional air, takes the collar between his thumb and forefinger, and raises it but a trifle. "Yes, if it would only fit that way," says the mother, "it would be all right." "We will have the tailor make the slight change, Madame, and I know the suit will then fit your son," and so it did. The sale was made, and like all pleased customers, she came back to this salesman for Tommy's next suit.

Just a "twist of the wrist" and a come-back sale was assured. Technical but not mechanical, for if the alteration had been suggested in a surly or forced-to-do-it manner, the mother would not have been won over. It was the matter-of-fact, I-know-how air that impressed her.

"You cannot put this over on me," said the customer, white with rage. "I will not stand for any such tricks; when I put on the suit in daytime, I caught you." Examining the suit in the package, the salesman saw there was a difference in the pattern of the three pieces of the suit, and he turned to the tickets on the garments for further information, which they gave at a glance. The last number on the vest and trousers was a figure 6 and the last figure in the lot number on the coat was a 9. "Yes, this is a mistake." Will the reader now please practice on this short sentence to get the exact tone which was used, emphasizing the "yes," the "is," and let the voice raise on the "mistake" until the entire answer is embodied and expressed by the inflection? Assent in the "yes," confirmation in the "is," and the rising inflection on the "mistake," completes the argument, as though a long confession had been made.

CORRECTING A MISTAKE.

"Now Mr. Smith, let me show you just how it happened; you had the coat on which suited you; I went to the stock to get the lot number rather than turn over the collar of the coat you were trying on. I saw the nine upside down, which made it a six. Please step over to the stock with me, and I will show you what I mean." Reluctantly the customer followed the salesman, and looked at the coat in the stack, and he saw that the six upside down, made a nine, sure enough. "Yes, I see that, but why did you not see the difference in the goods? The sales-

Wreyford & Co.

TORONTO

Wholesale Men's Furnishers

September 1st our travellers started out with Christmas Novelties and all new lines for Spring, 1913.

Young & Rochester's

Shirts, in English Oxfords, Scotch Zephyrs and fine Silk and Wool and Taffeta fabrics.

Latest Neckwear

House Coats

Tress & Co.'s

Celebrated Hats and Caps, select designs.

Cohen & Wilk's

Raincoats — Specialties, Thorobred, Homespuns and Reversible Fleece Polo Coats stocked in Toronto.

Athletic Underwear

in "I.X.L.," "Koola," "Aertex," and fine Lisle.

JUST RECEIVED

Scotch Wool Vests

at $3.50, $3.75, $5.00, $6.50.

Sleeves. $1.00 extra.

All Shades.

Beaver Brand Sweater Coats For the Men

Handsome

Tailored Knit-Coats

CORRECT IN STYLE AND FIT

BEAVER BRAND

and in every way the favorite with men of all years—the young man to the old man, and especially the men who appreciate correct style.

We make men's, women's, and children's Knit Goods of all kinds, among which are Toques, Mufflers, Sashes, Mitts, Gloves and Hosiery.

(See our men's Special Half Hose.)

R. M. Ballantyne, Limited

Manufacturers of the well-known Beaver Brand Knitted Goods

STRATFORD - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 369 BROADVIEW AVE.

J. H. MIX

Buyer and manager of the Dunfield men's wear store, King St. West, Toronto, formerly with E. F. Ely, Toronto. Mr. Mix succeeds Glen S. Case in the Dunfield store.

man reminded the customer that it was a busy Saturday night, and that the goods were almost exactly alike in the general color, and that the customer did not discover the mistake until he had put on the entire suit in daylight. All this in a most matter-of-fact tone and manner. No answer to the flow of words from the now partly mollified customer. Said the salesman in a quiet, matter-of-fact way, "Now let us get this thing straightened out; try on this coat again. Yes, that is all right. Here are the trousers, and I think you had better try them on while you are in the store, to make sure that they fit perfectly. You know we want you to be pleased when you get home with everything you buy here, and this suit must fit you perfectly. There, just see how nice it looks."

No further reference to the mistake was made to the now friendly inclined customer or the slumbering coals of dissatisfaction would have been fanned into a live flame. Let well enough alone, do not try to better it, is a good rule in selling clothing. The man left the house in a most friendly mood, and will be a come-back customer. The tone of the first sentence did the work.

Man is but an instrument of many thousand strings, and to know how to bring forth harmonies in keeping with the ideas of the salesman, is an art not acquired in a day. Just to sweep across the keyboard with a rough hand, is never to make a tuneful sound; and never arouses the mind to action, responding to the suggestion in the mind of the salesman. Why then pick out single chords, a note here and there, instead of leading the customer to the buying point by complete harmonies, which charm and soothe him. As we all want to sell the customer, we can use the tone, sound and music of the voice as one of the most powerful agents to induce him to buy.

It was a fact learned late in life by the writer, that all musical instruments are constructed to produce an imitation of the human voice, and as this is a fact so well established, there remains no argument against the most pleasant soft tones of speech to be used by the salesman. To greet the customer hospitably as he enters the door, is so important, so necessary to make a good impression, that it can hardly be overestimated.

HOSPITAL GREETING LACKING.

One store we knew had a big stock, well bought, a fine large room, good show windows, a prominent location and yet was not a success. In a conversation with a wise old local merchant, who had the opportunity to observe this house, and the curiosity to learn the reason for this condition, he said: "They are so cold." Not that there was any lack of attention after the customer was engaged in buying, but the hospitable greeting was lacking in the personal reception, as well as in the advertising, which latter was impersonal and very formal. No red blood or human sympathy anywhere in the policy of the house.

The owner had come up from the ranks, and should have known of this condition, but a little money, a small amount by comparison, had made him draw himself apart from the "common herd" of customers, and the example set by him was quickly followed by his salesmen, who were quick to imitate, and lost no time in adopting his "ice cold" manner, and the consequence was that store is no longer in business. As these selling talks are primarily intended for the man on the floor, these observations of this concern but confirm this fact: A store must have a soul, a human interest in its customers, and the man at the door, be he a proprietor or employe, is the exponent of this "soul" through his personality, and in his greeting of a customer he makes the first impression, good or bad.

MEETING THE CUSTOMER.

A certain clothier knew the importance of this feature, and knowing that some of his salesmen did not realize the influence of this art of expression, would gather the force at the front of the store and have each one of the salesmen, and stock men as well, go through the performance of meeting the customer. The cashier, a woman, represented the feminine customers. This drill in manners led to the discovery that many of the salesmen had no exact knowledge of how to greet the customer, but relied on the impulse of the moment for a proper display of the hospitality, which at once disarms latent suspicion and distrust on the part of the buyer.

"They Wear Like Iron"

is an expression that, while rather extravagant, serves to describe the wearing qualities that are embodied in "Jackson" Bloomers.

The wear and general all 'round satisfaction obtained through the use of Jackson bloomers have created an ever increasing demand for them.

Every pair upholds the Jackson standard of quality.

There's good profits in these bloomers. Send for samples.

"The Jackson Bloomer"

THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON GODERICH and EXETER

WATERHOUSE WARRANTED
BRAND
UNSHRINKABLE
REG'D.
HIGH GRADE UNDERWEAR

Do You Care?

whether the underwear you sell gives satisfaction or not? Of course you do if you are looking to future business, for it depends on the satisfaction you give now.

Maple Leaf
BRAND
Underwear

is evenly knitted from pure, soft wool, and fits perfectly, giving the satisfaction that ensures the return patronage of your customers. There is profitable business for you if you handle "Maple Leaf Underwear."

Thos. Waterhouse & Co., Limited
Ingersoll - Ontario
Selling Agents: Harold F. Watson, Weldon & Co., Montreal

SHIRTS
Are Made for Particular People

MERCHANTS and men's furnishing buyers will find the inspection of "Star" brand Spring samples of shirts, neckwear and underwear much to their interest.

In placing your orders early you will greatly aid us in carrying out our claim of "Prompt Service" with every order.

Travellers now out with the Christmas lines.

Immediate delivery on Fall neckwear orders.

Van Allen Co., Limited
Hamilton -:- Ontario

A slouching carriage, an indifferent look, an untidy appearance, will make it hard to "get next" to the customer. The all too common habit of transfixing him with a stare is to put him out of humor as quickly as to look over his head: It is equally bad to "keep an eye on him" as if he were expected to slip something in his pocket.

Measure the confusion of the customer by your own feelings, when on entering a store the salesmen would come forward at a whirlwind gait from the rear of the house to meet you, and in a curt "Something to-day," you would read that you had greatly inconvenienced him, and interfered with the occupation in which he was engaged when you entered the store.

DON'T ALWAYS KNOW STOCK.

Take up your position near the front door during business hours. You are expecting a customer to come, and you will be mighty glad when his shadow falls across the doorway; show it in the manner in which you greet him with kind hospitality, and you have gained the advantage of his good will in the first step of the sale. The next step is so plain, to show him the goods, that we ought to be able to pass it with a word; but alas, we know it to be a sad fact that of the many salesmen on the floor, a large proportion do not know what they have in stock to show the customer! Caesar's ghost! What would you think of a doctor who, being called to lance a sore thumb, which was driving you wild with pain, would have to ask his office attendant, maybe his wife, if he started from home, "Have I a lancet?" to do this work with; if so, where do you suppose I could find it?" You would not think very favorably of his training and practice, and the next time you needed a doctor, you would chance some other practitioner.

A lawyer who would have to ask his friend whether a case like the one you bring him had ever been decided in the courts would show quite clearly he does not know. Equally so, the salesman shows his ignorance when he goes rummaging around in an aimless way to find what the customer asked to see. Or looks in vain for something which he hopes will grow up in the instant under his fingers, to please the buyer. When a man does not know what he has to sell, how in the world can he sell? True, now and then, he will stumble on a sale, will miss a lot, and sell some customers, but to sell 95 per cent. of the trade, he must know to a garment what is in stock, and where it is to be found at an instant's notice.

This thing of stock keeping is very much like eating. We eat three times a day and nibble between meals, and the good stock keeper, the well-posted salesman, handles every garment in his stock frequently, and nibbles, i.e., looks at the stock between times. What does frequent handling the stock mean? Twice a week for a good overhauling, and once a day to glance over and note the sizes on hand.

KEEPING POSTED.

Keep posted on every other feature of the clothing business as well. One-half hour with the trade papers every day is as necessary to keep informed and be posted on what is going on as eating lunch to keep from being hungry. One eats to keep strength. The food is the coal under the boiler, and the trade paper is the fuel, that source from which to draw the inspiration and the information as to what is new, what is popular, how others are succeeding in this game of selling; how they are doing it, and by what means. No man can figure out these intricate questions within himself as easily as he can learn through his trade paper. Go to the source of information and learn from others what is known to be successful.

◆

A. A. R. Lowe, a director of T. W. Robinson Co., Moosejaw, has retired owing to ill-health. Mr. Lowe had charge of the men's wear department of the store for some time. Mr. Robinson, founder of the business, is one of those employers who appreciates a good man when he finds one, and this explains Mr. Lowe's advancement from salesman to director during the time he was with the firm.

A WORD FOR CO-OPERATION.

The Secretary of the Canadian Window Trimmers' Association has received the following letter from Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia: "Having just returned from my vacation, I hasten to write a line to say how I enjoyed the first annual convention of the Canadian Window Trimmers. I was pleased to see such an excellent spirit manifested among the men, which bespeaks big things for the future, and I am sure that hearty co-operation in such an organization will help the profession and be profitable to every member.

"I was indeed benefited in attending the assembly and trust every one attending profited by it also.

"Please extend my best wishes to the new Association. I trust it will grow in numbers and influence. I stand ready with any means in my power to aid the good cause, and if the Association or any invidual wishes any information, will always be glad to hear from them.

"Yours for the betterment of the craft."

KANT KRACK

COATED LINEN

Collars

Pat. Feb. 20, 1906
" May 5, 1908
" Oct. 27, 1908
" Oct. 27, 1908

Satisfaction

There you have the reason for the popularity of "KANT KRACK" coated linen collars. The ease with which they are laundered (a sponge and water) coupled with their long wearing qualities, due to the long slit back and the flexible lip, have built up a demand for them that extends from coast to coast.

One grade only and that the best. (Made in Canada.)

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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TECHNICAL BOOK DEPARTMENT

MacLean Publishing Co.,
143-149 University Avenue, Toronto

"KING EDWARD" SUSPENDERS

Retail 50 c. Price

Easily the best value in suspenders The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

CORRECT DRESS FOR MEN

DETAILS OF MALE ATTIRE FOR ALL OCCASIONS OBTAINED FROM AUTHORITATIVE SOURCES AND CORRECTED FROM TIME TO TIME IN ACCORDANCE WITH CHANGE OF VOGUE

Evening Dress—Formal

Weddings, Dinners, Receptions
Theatre or Dance

Overcoat—Light-weight black Chesterfield, opera cape or Inverness. Coat—Swallowtail of vicuna or dress worsted, with lapels, silk-faced to the edge. Waistcoat—White fancy silk or white wash material. Trousers—Same material as coat, with silk braid down outseam. Collar—Poke, wing or band, cuffs with square or round corners. Shirt—Plain linen or pique, stiff bosom, with one or two studs. Cravat—White, of silk, pique, linen or cambric. Gloves—White glace kid or white silk. Jewelry—Pearl links and studs to match. Hat—Black silk or opera hat. Footwear—Patent leather pumps, with black silk or lisle socks, plain or self-clocks.

Evening Dress—Informal

Informal and Home Dinners
Club or Stag

Overcoat—Light-weight evening coat of Chesterfield of black. Coat—Dinner jacket in plain or self-striped black; swallowtail if worn with black waistcoat and tie. Waistcoat—Same material as coat and bound with braid if desired. Trousers—To match coat, outseams plain or braided. Shirt—Plain dress shirt or pleated bosom. Collar—Wing and band; double styles are often worn. Cuffs — Single or double. Cravat — Black. Gloves — White buckskin or pale grey suede. Jewelry — Pearl or gold cuff links and studs to match. Hat—Derby or soft, black tuxedo. Footwear—Pumps or patent low shoes, bluchers or bals. Black silk or lisle half-hose, white shot or white clocks.

Day Dress—Formal

Afternoon Weddings, Receptions, House Calls, Matinees

Overcoat—Chesterfield in black or grey cheviot or vicuna. Coat—Full frock of black, or morning coat of black or dark grey with bound edges. Waistcoat—Fancy white pique, delicate shades of silk or same material as morning coat. Trousers—Grey-striped cheviot or worsted. Shirt—White, stiff, plain bosom, with frock coat; with morning coat, neat stripes or white pleats are permissible. Collar — With frock coat, the wing or straight collar to meet in front and lap over. Cuffs—Stiff, single or double. Cravat—Four-in-hand or once over in [illegible] black and white effects or grey. Gloves—Grey suede or tan glace kid. Hat—Silk. Derby is sometimes worn with the morning coat. Footwear—Dongola kid or calfskin shoes. Hosiery of plain black or with clocks.

Day Dress—Informal

Business Purposes
Travelling, etc.

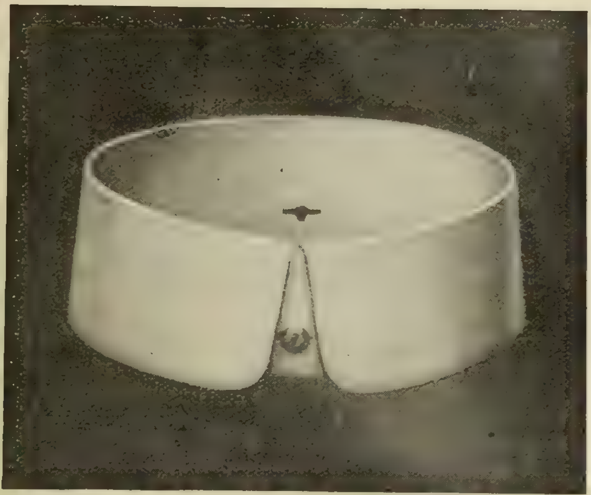
Overcoat—For Fall, light-weight Chesterfield. For Winter, Chesterfield or double-breasted overcoats; ulster for stormy weather. Coat—English walking coat, sacque and morning coat. Waistcoat—Same material as coat. Trousers—Same material as coat. Shirt—Soft, plain or pleated bosom. Collar—Fold or wing. Stiff cuffs, corners round or square. Necktie — Four-in-hand, with open end. Gloves—Cape walking gloves and natural chamois. Jewelry—Links and studs of pearl or grey, neat watch chain or fob. Hat—Derby or soft fedora style. Footwear—Black or tan calf boots. Plain or fancy socks in quiet shades.

For Outing Wear

Nearly every form of sport or outdoor exercise has its adaptable outfit. Utility and not style is often the governing point, and it is difficult to tell very often just where the serviceable business suit should be discarded. In motoring, for example, the man who is well protected by an ulster of a color that will not easily become travel-soiled need not worry if the distinctive motoring garb ends there. These ulsters are made in loose, double-breasted style, with belted back, giving a military effect, wide collar, wind cuffs, etc. Sweater coats, knitted gloves, knitted vests, Alpine, golf and driving caps, flannel or Oxford shirts, tweed knickers, heavy tan shoes, reefers or Norfolk jackets, are all accessories which mark departure from regular garb for outing purposes.

Dress for Funerals

For funeral wear, the man who adheres strictly to black is on the safe side. The black frock coat, with trousers to match, or dark, unobtrusive, striped pattern, white laundry, black necktie, black silk hat, with mourning band, black gloves and shoes, constitute the correct dress for mourners and pallbearers, but generally there are many departures from the rule. The cutaway coat often replaces the frock coat, the stiff hat is seen where, to be correct, the tall silk hat should be, and the black sacque suit is more frequently seen than either the frock or the cutaway. Strict style ethics in the matter of funeral is often more closely adhered to in the large centres of population than in those sections where a funeral creates an emergency for which wardrobes are by no means properly equipped



CHALLENGE
COLLARS

Are up-to-the-minute in style as well as being durable and easily cleaned. Of course service is the first quality to put into a collar but style is required as well to make sales. We make our collars to sell.

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes.

SAMPLES ON REQUEST

The Arlington Company
of Canada, Limited
54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

ARE YOU READY?

Your customers will soon think of buying their Winter underwear.
Is your stock all in good shape?
Did you get our new advertising matter for window displays, store signs, etc.
About the end of September should be a good time to arrange a good window display of

CEETEE PURE WOOL UNDERWEAR

To bring people into your store and help you sell these goods we are planning a bigger campaign than ever this Fall. It will be in full swing about the middle of the month.
It is up to you to get all the benefit you can from this. We can do no more.
Made in all sizes and weights for Ladies, Gentlemen and Children.

THE C. TURNBULL CO. OF GALT, LIMITED
GALT Manufacturers ONTARIO

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children.
Turnbull's "M" Bands for Infants and CEETEE Shaker Knit Sweater Coats.

Latest permanent building at the National Exhibition, Toronto, representative of the different Provinces. It contained interesting displays of natural products.

Canadian vs. Foreign Goods in the West

How the situation appears to a newspaper man in one of the larger cities — States that manufacturers must consider the home preferences of people coming in from foreign countries.

M. J. HUTCHINSON, advertising manager of the *Regina Leader,* questions in an article in Economic Advertising whether Canadian-made goods are as strongly represented in Western retail stores as they should be. While the volume of business done by domestic manufacturers there is yearly on the increase, Mr. Hutchinson points out that conditions, brought about mainly by the fact that people from other countries are bringing with them those preferences which became firmly established at home, call for the most aggressive form of advertising and demonstration to emphasize the undoubted merits of those lines on which Canadian manufacturers find they can specialize to advantage, so that they may secure and hold a fair share of the business of that growing market.

Men who are in the furnishings business, tell me, he states, that there is a greater proportion of foreign-made shirts and collars sold in the West than in the high class men's stores in Toronto and Montreal. Merchants here say they stock what they find in demand. Men seem to want the foreign goods, and they sell them, knowing at the same time that in most cases better value is represented in the goods of domestic manufacture.

At Regina Provincial Fair held in August, the exhibits of Canadian manufacturers were largely conspicuous by their absence, while everywhere there were evidences of the activities of manufacturers from across the line. Rumleys, Case, Deere, International Harvester, Overland, Hudson, were the names that met one everywhere, and theirs, and others that might be mentioned, were the exhibits that dominated the fair in the particular sections represented by their products.

This condition must not be taken as an indication of any lack of patriotism, or tendency towards annexation, or any the rest of it, that is sometimes suggested as characteristic of parts of Western Canada. That is a political question with which this article does not have to deal.

But, aside from any considerations other than those which affect a Canadian manufacturer, there is a condition existing in the West which demands, and which, happily, seems to be in a measure, getting his serious thought.

Go into any store in this, or any other Western Canadian city, and one is amazed at the large proportion of foreign-made goods represented in the stock in these establishments. I believe this proportion is away heavier than one would find in stores in similar towns and cities in the East.

It is not conceivable that any appreciable percentage of consumers in the West are influenced in their

REGENT REGENT SHIRTS

TRADE MARK

Exclusiveness of design of cloth, perfect fit and finish are outstanding features of Regent shirts.

Our Spring showing will reach the top rung of your expectations and will open up the way to a successful shirt business for you.

Send for samples.

For Fall Sorting we have the largest assortment in Canada of Knitted Ties and Mufflers.

REGENT SHIRT CO., Ltd.

MONTREAL

LINOLO COLLARS

Stand Where Others Fail

Your Profits Are Not in the Sales You Make

as much as in the satisfaction your customers get out of the goods you sell them.

Do You Sell "LINOLO" Collars? They are profitable.

The Smith-D'Entremont Company, Limited

THEY ARE PROFITABLE because every collar you sell gives the satisfaction, wear and comfort which brings the wearer back for his other needs in both collars and furnishings. Linolo is made with or without non-corrosive aluminum eyelets. They are easily cleaned. All styles for men and boys.

1475-77 QUEEN STREET, WEST
TORONTO

Catalogue Sent On Request

purchases by any feeling of resentment which may have been engendered through political agitation, and yet, while practically every commercial traveler covering the West for Canadian manufacturers is selling more goods than he ever sold before, the fact remains that there are more foreign goods being sold in this country every year.

One of the largest wholesale grocery firms in the West is just completing a contract with a Californian fruit packer to handle his line in this province. The members of this wholesale firm are Canadian-born, and thoroughly Canadian and British in their sympathies. The arrangement they are completing is one which commends itself to their business judgment. The packer is meeting them fairly in his selling policy, and is arranging to co-operate with them to advertise his product in this province.

In this country, where every pound of fruit has to be brought in from somewhere else, there is not a line of advertising copy running in any daily newspaper of which I have knowledge, from any Canadian fruit packer. Their goods are sold here, of course, but not in proportion to the consumption. And, in the meantime, the American packer, facing a handicap represented by the duty, is getting into the market and getting the co-operation of the local wholesale houses and retailers to push his line. A liberal selling policy, and a willingness to help the dealer by a campaign of advertising directed to his particular customers, on the part of some Canadian canner would hold the great bulk of this trade in this country. In the meantime it is getting away.

, A fact which must be borne in mind in planning a selling campaign in Western Canada is that a very large proportion of the people here are not native-born Canadians. They are not familiar with Canadian brands, nor the merits of Canadian goods, through personal use or association with them. In the case of the foreign population from continental Europe the Canadian manufacturer is on a little better than equal footing, so far as the consumer is concerned, and so far as that consumer actually determines his own choice in what he buys. But there is in the Canadian West, as everyone who has gone through the country knows, a very considerable number of recently arrived English settlers, and a still larger number from the United States.

Inquiry and a glance at the stock carried, say in the average grocery store in a city like Regina, shows that the natural preferences of the English resident who is now a consumer in Canada, and therefore a prospective customer and buyer of Canadian-made goods, is being evidenced and catered to. I believe that the proportion of English canned goods stocked in the West is greater than in Eastern Canada. ,

This perfectly natural legitimate preference for brands of goods with which they become familiar, and which in personal use have given satisfaction, is a factor which must be taken into account by Canadian manufacturers.

There is a work of education necessary in Western Canada the necessity for which does not exist in the East. For instance, every year hundreds of thousands of Ontario farmers visit the Toronto Exhibition, and every year as they ride to the grounds along King St., they see, in greater magnitude with each visit, the plant of the Massey-Harris Company. That very fact prejudices them in favor of a Massey-Harris binder. It's something they know about personally, and other things being equal, I believe it would be easier to sell any one of these farmers a Massey-Harris implement than one of foreign manufacture.

The Western farmer, however, is in a totally different position. In most cases, his association has been with something other than Canadian-made. He is just as naturally prejudiced in the direction of his association and that preference constitutes the justification for advertising of an educational character directed particularly to the Western cosumer. The same preference reaches out and is operative in everything the consumer buys.

For this reason it would seem that advertising is more necessary in Western Canada, where there is a greater proportion of consumers predisposed against Canadian products than in Eastern portions of the country where the question of a preference for foreign goods does not need to be seriously considered.

Not only is it more necessary, but it can be made more profitable, for, once a sale has been effected, and a new preference established, the volume of sales per unit of population will be much greater than in the East. This is a fact which will be apparent to anyone familiar with the purchasing power and the exercise of it, characteristic of Western people. It is acknowledged that they buy better goods, and more of them. Of the six families in the apartment in which I live, three own automobiles—mine is not one of the three —while across the street there are three Russells and one Ford car in five families.

Lieut. Governor Brown, of Saskatchewan, is authority for the statement that there are thousands of farmers who, during the last five or six years, have saved and have now on deposit in savings banks drawing three per cent. interest, amounts ranging from twenty to thirty and forty thousand dollars. The money is lying there because these men really do not know what to spend it for. There are hundreds of things for which their desire could be created, but which they do not now see the necessity for.

An advertising campaign in Western Canada is not necessarily an expensive undertaking, because a comparatively small number of media is essential, or even available. For all products sold through local dealers or agents, the newspaper is, of course, the ideal medium, and the one which should first be employed, and in this province the use of four or five daily newspapers with a small number of influential weeklies is sufficient to create demand and afford the local dealers effective co-operation. It is, of course, impossible to prescribe any set rule that would be effective in the sale of all products, but, speaking generally, it may be said that by the use of a limited amount of advertising expenditure, Canadian manufacturers may hold for themselves the major portion of the rapidly growing trade of Western Canada, but that unless some advertising campaign, the details of which must be made to fit individual cases, is undertaken on behalf of the majority of Canadian products, the foreign-made goods will be sold in growing volume to the detriment of Canadian trade.

* * *

Percy Curzon, formerly with Thornton & Douglas, Guelph, was recently transferred to the head store of the firm in Stratford.

Action in the Advertising

Action is apparently to be one of the main features of the advertising of the new Filene Store, Boston. Discussing this point the advertising manager said: "Inasmuch as the new store is entering upon the business of clothing men and boys, we have been running, in connection with the regular four-column preliminary advertisements, illustrated announcements of what we propose to do in our men's and boys' stores. These advertisements have appeared on the sporting pages of the newspapers.

"The illustrations in the men's advertisements have been prepared with the view of showing men rather than clothes—men in action—men who are doing things. This is opposed to the usual store dummy style of men's clothing illustrations, and yet we have endeavored to put absolutely correct clothes on all of these hustling men."

Xmas Novelties Want Xmas Boxes

Hercules Boxes, Limited, pride themselves on the way they make up Fancy Boxes for the Xmas trade. Our Box will sell your goods. Our line includes Beautiful Heads, Figures, Holly and Fancy Florals.

Call and see us, or write to-day your requirements for Xmas.

Hercules Boxes, Limited, 400 Richmond St. W., TORONTO

TRADE MARK TRADE MARK

PERRIN'S GLOVES

FOR SMARTLY DRESSED MEN

Men who are particular about their gloves are the best customers of "Perrins."

There's a style and fit about "Perrins" gloves that at once appeals to the average man, and the quality is such that his fancy is held and his continued patronage is assured.

Try a sample order of these widely known gloves and see what they do for your glove business.

PERRIN FRERES & CIE.

28 VICTORIA SQUARE -:- MONTREAL

Season's Vogue in Hats and Caps

Spring Hat Novelties

Favor for novelty felts and new straws in saw-tooth and cable-edge brims — Educating the trade — Future of Derby models — Features of the hat trade

BOTH import and domestic Spring hats are now before the trade. The decision of manufacturers and wholesalers to sell seasonable styles at a seasonable time has resulted in more careful culling of ranges to meet demands. People are better educated than ever to buy what is wanted on that basis.

Soft hats are expected to show a remarkable increase in sales. Optimistic report is inclined to talk 10 times the amount of business in the East, but as the West is typically a soft-hat ground such a showing is not so likely there.

Soft felt models with turban brim are shown in rough, mixed and pressed patterned or stitched at $10.50, $18 and up to $24 dozen wholesale. In better goods, for fine, gentlemanly trade, "panizza" felts in lighter grays, browns and soft shades in castors with contrasting bandings are well thought of at prices ranging from $27.50 to $30 dozen for exclusive trade.

In novelty lines and fancy French import numbers, some attractive, stitched and pressed felts in neat designs and fancy military braid bands are likely to prove snappy sellers at specialized prices to the trade.

Comparison of styles in Derbys, already adopted by the Canadian and United States market show that the trade here have taken extreme models first because of the confidence of domestic importers and designers. Manufacturers in the United States did not push these pronounced styles and are yet gradually introducing them because the trade find a demand.

Extremes of shape and style have been reached in the Spring line and by the time the trade is shown new models here, educative influences of advertising and salesmanship will have prepared customers for any extreme.

A suggestive card in a men's furnishing window, "These styles have convinced us," conveyed an amount of argument and the same influence has interested customers and proved that new models were correct. The same educative trend is to be exerted for another season. Confidence in the new blocks will enthuse salesmen to advise and not leave the fitting entirely to customers.

Another example is quoted from personal experience in introducing one of the new models early. The trade are aware of the first reception. One salesman by changing his own hat to a lower model each week was surprised to have the same model admired, which had previously been ridiculed.

The results of this and similar educative campaigns are abroad in the trade. Derbys for Spring are shown in the following measurements as sure to prove satisfactory: 2¼x3¾ inches and 2¼x4 inches with no set height except for age defined for higher shapes. It is felt that the extreme in flatness is reached and at present no one is willing to predict future models. Black will lead as staple and the efforts to push browns will be more successful in the Fall.

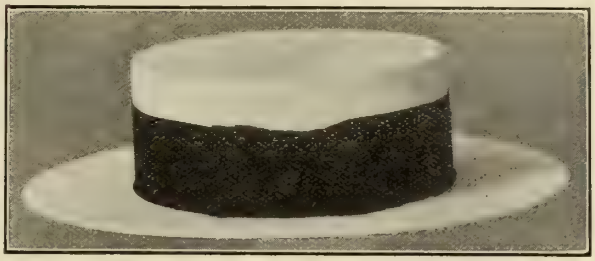
The wearing of collapsible satin hats in European fashion centres gave the idea that silk hats had received the approval of fashion for opera wear. These new hats are shown for Spring and introduced on this market as a feature for formal or informal wear.

Showings of straw hats are similar to last season except for the novelties. Notwithstanding the backward season, this year stocks are reported to be in good shape to consider next year's orders. The proportions for sailors are 2½ and 2¾ inch crowns with 2⅝ and 2¾ inch brims.

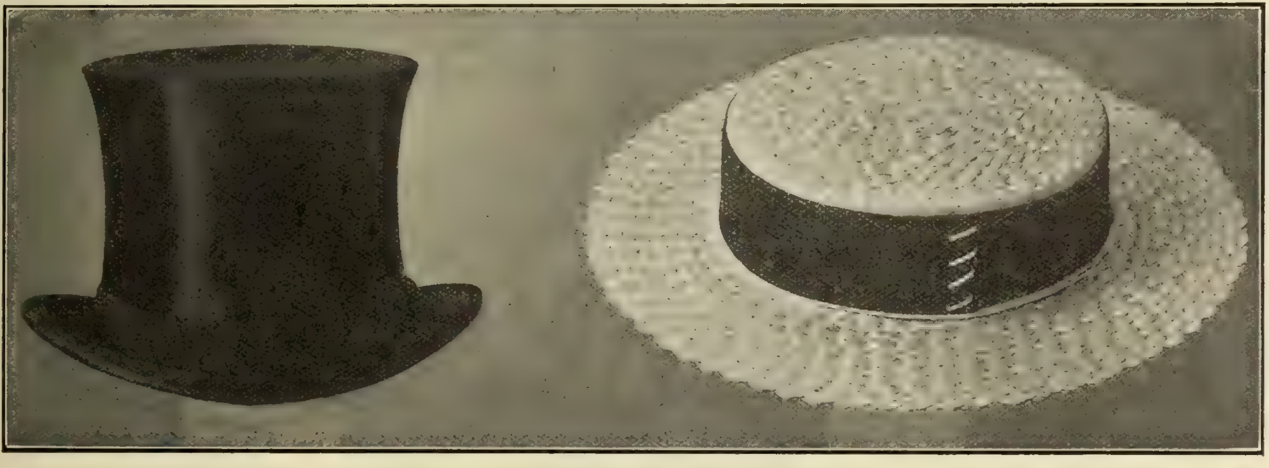
Extreme models in splits and fine Milans for stout and elderly men are 3¼ inch crowns and 3 inch brims. Bandings range in width the same as in other years. Ribbons and fancy bands include the usual college and athletic colors. All hats have loop silk cord safety guards.

In larger centres sailor straws will sell in the ratio of 8 to 10 dozen of any other style. Novelties include saw tooth and cable edge semits and featherweight and waterproof radium hats that can be washed and ironed. The favor of this year's model with 3-ply thick edge and thin brim suggests an increase in the sales of this number for Spring. Finer edges in saw tooth makes will sell for style reasons alone, and heavy makes should take. Customers buying from the standpoint of service cannot but note that in case these hats fall on the pavement, edges are apt to be ruined. However, novelty will appeal to offset this.

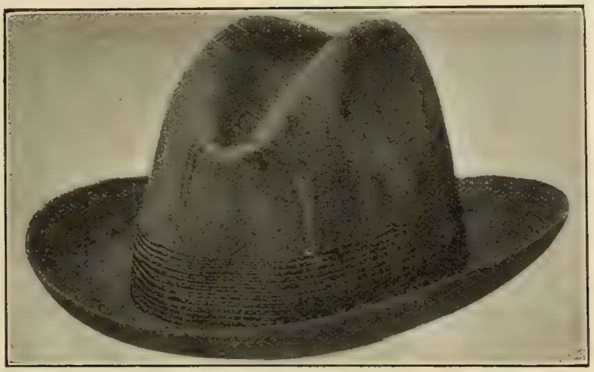
Snappy Styles for Spring and Summer, 1913.



Fine Panama sailor, with cable underbrim. — From the Spring range of The Waldron Drouin Co., Limited, Montreal.



1 — Collapsible satin hat. 2 — Spring novelty, black stitched saw tooth sennit, with wide ribbon band. — Courtesy Anderson & Macbeth, Limited, Toronto.



Pressed felt, with turban brim and contrasting military band, shown in soft grays and browns. — From the Spring range of The Waldron Drouin Co., Limited, Montreal.

Panama sailors are high novelty for next season. They are profitable sellers for numerous reasons as they are light, can be washed three or four times and because of their wear qualities are a satisfactory investment. Novel numbers with straw underbrim or overdrawn panama are quoted from $21 to $42 a dozen. The favor of sailor shapes will affect the sale of other styles.

Panama hats are to be sold this season because of their value, weight and satisfactory wear and on a straight merchandising basis. From the manufacturers' viewpoint, because the novelty stage is now passed, a good season is expected on a price basis with values to retail at $3.50, $5 and $7.50 each.

Both French, Milan or American straws are shown in either oval or egg oval shapes as desired. This is particularly in the interests of merchants with a foreign trade. The experience this year in exclusive shops was that about equal quantities were sold.

A new cross measuring rule which facilitates the quick measurement has been placed on the market. Different hatters are carrying them to supply the trade.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

BUILDING NEW FACTORY

In order to take care of [illegible] increasing business, The Parsons & Parsons, Co., Hamilton, manufacturers of coated linen collars and cuffs are about to build a new factory 40 x 90 feet, one entire floor of which will be devoted to the production of collars. The other floors will be used for stock and shipping rooms. The factory will be of brick concrete construction with metal sash, separate boiler room 20 x 32 feet, and office 24 x 40 feet, the latter built of pressed brick and finished in oak.

OUT WITH WILKINS' SPRING LINE.

Travelers for Robert C. Wilkins Company, Limited, Farnham, Que., are now out on their respective territories with spring samples and are showing a comprehensive range in all the newest shirts and summer clothing for the season 1913.

Robert C. Wilkins Company, Limited, have increased their plant by 33 1-3 per cent. during the last year, and are now contemplating still further extensions to keep pace with the increasing demand for their goods.

LEISHMAN & CO'S. TRAVELERS.

For the new wholesale clothing firm of William H. Leishman & Co., Toronto, Geo. A. Stone will cover Western Ontario, and J. K. Wallace from Fort William to Quebec city. Mr. Leishman is familiar with Western territory and will cover it himself. Mr. Wallace was formerly representative of Arthur & Co., of Glasgow and London.

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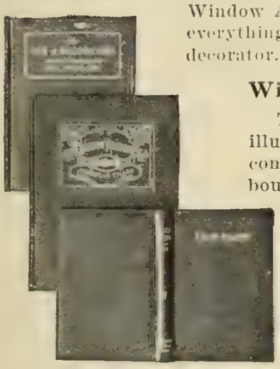
WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

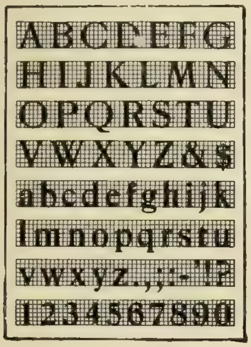
Sales Plans

A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50

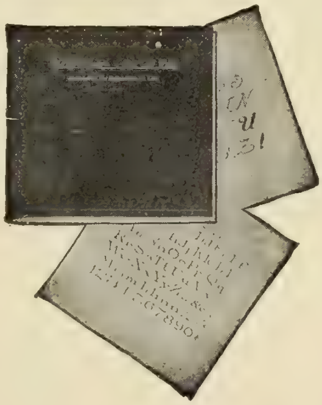
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them. $1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50



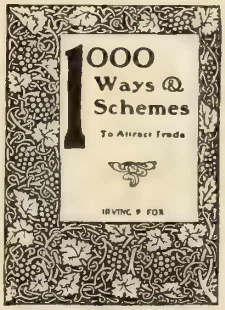
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



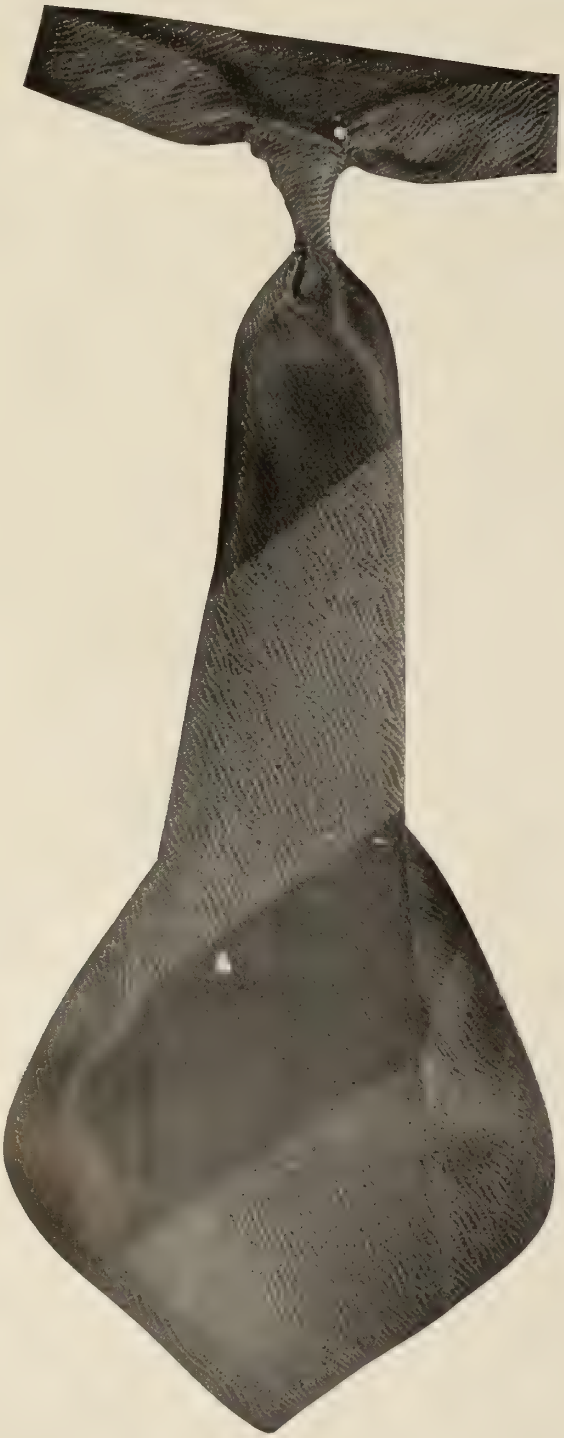
All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ANOTHER NOVELTY IN

Tooke



CRAVATS!!

We illustrate our new

Under-Knot
and Border

which is absolutely the latest and richest article now being shown in the American market. We are featuring this in a wide range of beautifully blended colorings and stripes, after the idea of this cut.

A good running-mate to the "Under-Knot" is the Tooke "Top-Knot." **Price Four-fifty.**

Both these novelties, with many others, are now being shown by our Representatives.

TOOKE BROS., Ltd.
MONTREAL
Manufacturers of Shirts, Collars and Neckwear
Importers of Mens' Furnishings
Winnipeg Warehouse—91 Albert Street

MEN'S WEAR REVIEW.

OCTOBER ▫▫ 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1,00 A YEAR

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition. ❦ ❦ ❦ ❦

Would You Continue or Recall The Published Price?

THE REVIEW'S problem this month is one that was suggested by a merchant who had sent to the printer an advt. containing a feature at a certain price. When the advt. appeared, however, the price was wrong — figures had somehow become twisted, so that, according to the advt., the article was offered at fifty-seven cents lower than was intended.

The questions which the merchant would like to have discussed by other retailers are:

> **Would you continue the sale at the published price, or would you make an explanation and sell at the intended price? Would you hold the publishers responsible for the mistake? How many proofs of your advt. do you insist on seeing before publication?**

For practical articles on this subject, The Review will pay from $2 to $5 each.

All replies must be in by Nov. 13th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

Clothes, Methods and Men

THE opening of the college season calls for special enterprise on the part of men's wear dealers in those cities that may be classified as seats of learning. The forepart of the season may see no remarkable growth in business following these increases in population, but as mid-season and cold weather approaches all lines are benefited. The early demand is chiefly for accessories—gloves, hosiery, neckwear, underwear, etc., and some shops have found that it pays to specialize in some one of these departments rather than use the general appeal. One line may thus be used as a lever for others. As the Christmas season develops, college trade becomes an important item.

* * *

Quite as perplexing to the Canadian men's wear trade as to those of London, Eng., has been the season that has just passed. A correspondent writing from across the pond states that the better part of the Summer's business was lost, and raincoats were the one line for which there was a brisk demand. Now has come a sudden change to the heavier requirements of Fall, with here and there a day suggesting a return of summery apparel. Dealers state that there has been an excellent demand for Fall suits and that, apart from the staple blues, good business has been done in heather mixtures in brown and grey effects.

* * *

A good thing is worth repeating many times, hence the persistency with which the injunction "Do your shopping early" will be emphasized from now until the year end. A practical idea for the window or prominent department location takes the form of a frame two or three feet square into which cards may be inserted. These cards are consecutively numbered, similar to a calendar, each representing one day and the flight of time is indicated by the removal of a card each day. A heading may be used also stating the number of days remaining. Such an indicator, set up at one side of the window or in a prominent position, keeps the thought before the minds of passing people, and in fact would be often referred to by those who had allowed their memories to lapse.

* * *

John Brass, men's furnisher, 148 Yonge St., Toronto, suggested the Autumn or harvest season in his store by its adornment with golden grain, leaves, fruits and other appropriate decorations. Recently this firm also employed an advertising idea similar to that sometimes used by newspapers to arouse special interest. They were represented on the street by a "Mr. Well-Dresser," who presented coupons good for bengaline ties to those who identified him. An announcement that he would be in the vicinity of a certain corner at a specified time had the result of attracting considerable crowds.

* * *

"The manufacturers are certainly using beautiful materials in their neckwear and putting more brains into designs than ever before," said Gordon Dunfield, Toronto, recently, "but it looks to me that it is going to be a hard proposition to get the trade generally, especially the small man, away from the prices demanded by his trade. Certainly there is more money in 75-cent neckwear than in the 50-cent variety, and we are selling the better grades right along, but it is going to be hard for some dealers to get out of the groove established by the price limits of their localities. Certainly when a man's trade warrants it he should push better goods, but a half-hearted experiment is likely to prove disappointing. It can only be a gradual development.

The twice-around bow tie has made its appearance—that is the band circles the collar once from front to back and is then brought to the front for the tie. Some of the new, soft polka dot bands are being worn in this way, suggesting a revival of an early Victorian vogue.

* * *

How badly a certain Western merchant needed a smart salesman to run one of his departments may be judged from the fact that he returned to his old home town recently, bought out the tobacco store, conducted by the man he wanted to engage and otherwise removed every obstacle likely to be considered by him as preventing the change. This merchant, by the way, went West about one year ago, and is now building a new store.

* * *

G. H. Moore, 1200-20 Yonge St., Toronto, used a neat four-page folder in introducing the Fall season. The reading matter was printed on sheets of white paper 3½ x 6½ inches and applied to a brown cover paper 17 x 7½ inches in size, which constituted the folder. The department represented by the white sheets was printed in black on the brown paper at the top of each sheet. The store has four departments, men's tailoring, ladies' tailoring, men's furnishings and cleaning and pressing. The neatness of the folder was due in some measure to the fact that only one series of type was used.

* * *

A men's wear salesman who has just returned from the West states that the impression in the East that merchants there are getting vastly better prices for their goods than those of the older provinces is in some respects a mistaken one. "Human nature," he states, "is just the same wherever you go and Western customers are just as keen on bargains as they of the East. Account for the difference in shipping charges and you will not find much difference. A $2.50 tie in the West is $2 or better in the East, but I will say that there is a strong tendency to push better stuff. Rarely, if ever, does one hear of 25-cent neckwear, unless it is in the very cheap stores. I think the Western merchant realizes that he is, in a sense, moulding his market and that it is a mistake to pound along on goods that carry little profit. It is a mistake, however, to think that the Western merchant has anything on the Eastern man because he has not. Your man here has to deal with more concentrated conditions. Intensively competitive are the words that apply to the East. The way it struck me, a man could start business in a hole in the wall in some of those towns out West and make a fairly good living.

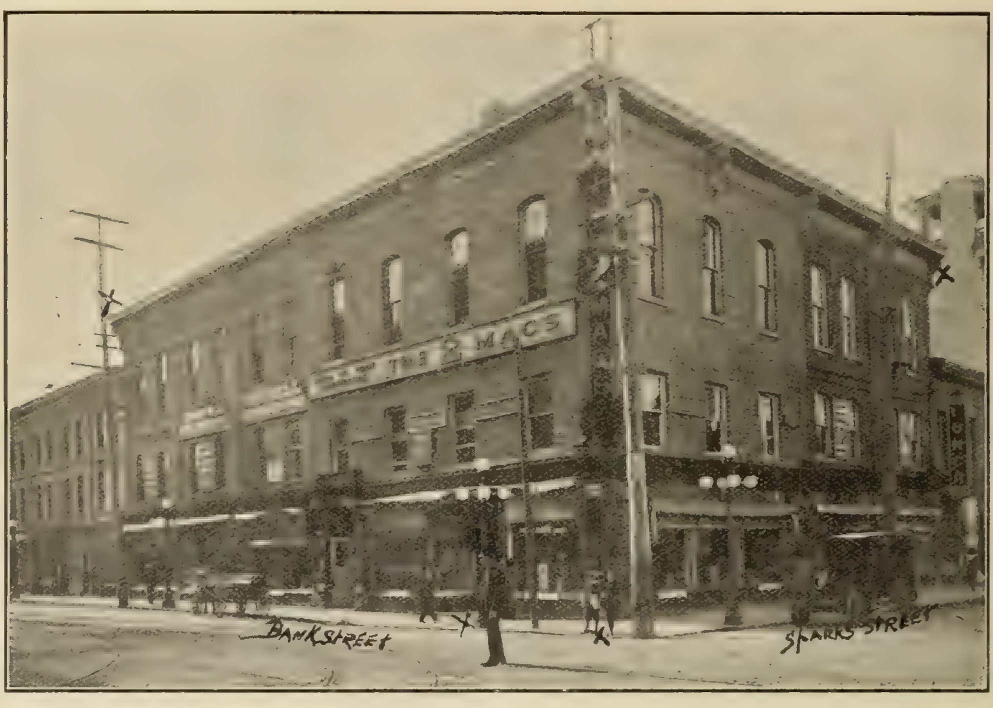
While it is estimated that 75 per cent. of all the collars sold to-day are the closed-front fold style, there is an increasing call for collars with a more open front. New models are therefore making their appearance, many of them having a cutaway feature to conform with this tendency and with the neckwear vogue which seems to favor the spaced front. Collar manufacturers in the United States are also reported as being of the opinion that the demand hereafter for soft collars will be considerably lighter, that they have reached the height of their popularity. A very heavy business was done in soft collars in Canada last year, and opinions differ as to the prospect for next year. Certainly it has met with decided approval as an outing-wear accessory and for the man who works outdoors it answered a definite purpose.

* * *

Is the sweater coat featured as strongly as it should be in the men's wear store? This is a garment on which manufacturers have specialized until it would seem that no new features were possible, and it is a garment, too, which is being worn by every class. The men's wear dealer should consider whether he is getting his share of the business. With the hunting season approaching and with the gift period looming large, this is a line that will respond readily to aggressive advertising.

* * *

Comparisons between the apparel of to-day and one hundred years ago may be made an interesting feature of the window display and advertising. Notable events occurred in this country a century ago, and the advt. man or window trimmer should find no lack of suggestive material. The idea has been considered a good one by a shirt and collar manufacturer in the United States who is supplying his customers with material and fixtures for displaying the collar and neckwear styles of fifty years ago and those of to-day in the same window, a contrast that is bound to attract a great deal of attention wherever the displays are made. In one half of the window will be shown the old-fashion standing, or single, open-front collars and the various styles of black bow ties that were worn by our statesmen half a century ago, and in the other half of the window will be shown the very latest styles of collars and four-in-hand and bow ties most fashionable to-day, while in the center of the window there will be a framed picture of a group of famous statesmen of fifty years ago, illustrating the old-style collars as they were worn then. The display is also a help to the neckwear department of the store, for it gives the retailer an opportunity to show his new goods to advantage.



The above picture shows the building, inside the two crosses in the upper part of the picture, occupied by "The Two Macs Limited." The crosses shown at the bottom show how much frontage the store had in 1902.

Persistent Advertising Built this Business

Two Macs, Ottawa, multiply their trade twenty times in as many years — Most people have most money, one of their axioms — Stock-keeping methods — The best business booster.

THERE is not a business in Ottawa nor in the Ottawa Valley that has grown more rapidly during the last few years than that of "The Two Macs Limited," complete men's furnishers and outfitters.

"What has been the basis on which you have built up such a successful business?" asked a representative of The Men's Wear Review, of Stewart McClenaghan, president of the company.

"Advertising," was the answer. "From the day I started in business in 1889, when I was 21 years of age, I have never let up on advertising in every conceivable medium. A number of times I have bought advertising space when I did not have enough money in the till to pay for half of it. The man who cannot make his business go to his satisfaction is the man who fails to keep firing his ads. before the public. How well it pays you may judge from the way my business has grown in the past 23 years. Last year our turnover was $300,000, and this year I expect it will be $50,000 past that mark.

PERSISTENT ADVERTISING DID IT.

A striking example of the value of persistent advertising was given during the civic elections in Ottawa last January, when Mr. McClenaghan was a candidate for Controller. An old lady who lives in the east end of the city went to the polling booth to register her vote. "Whom do you want to vote for?" she was asked.

"For Mac of 'The Two Macs,' she answered. "I don't know his full name," said the old lady, "but they run a good store and give good value for money and one of those Macs should help to run the business of the city, and that's the man I want to vote for. And she did vote for Mr. McClenaghan. He was sent to the City Hall as a Controller by a majority of more than 2,000 over the other successful candidate. Mr. McClenaghan admits frankly that because it was generally known that he was one of The Two Macs, a firm which everybody in the city and district knew of through no other cause than by extensive advertising, is the reason he was elected as Controller by such a large majority.

THEY HAD THE NERVE.

The business of The Two Macs was first established by Mr. McClenaghan and Murdoch Donald MacKay. They started in 1889 as custom tailors in a small store on Wellington street. They did a fairly good business there, but not as much as they wanted to do. In 1902 they moved to the corner of Sparks and Bank streets, the present stand. The floor space they rented then measured about 1,000 square feet,

The furnishings department, Two Macs, Ottawa. Clothing section in rear. Every line is well displayed. Andrew McKerrow, manager.

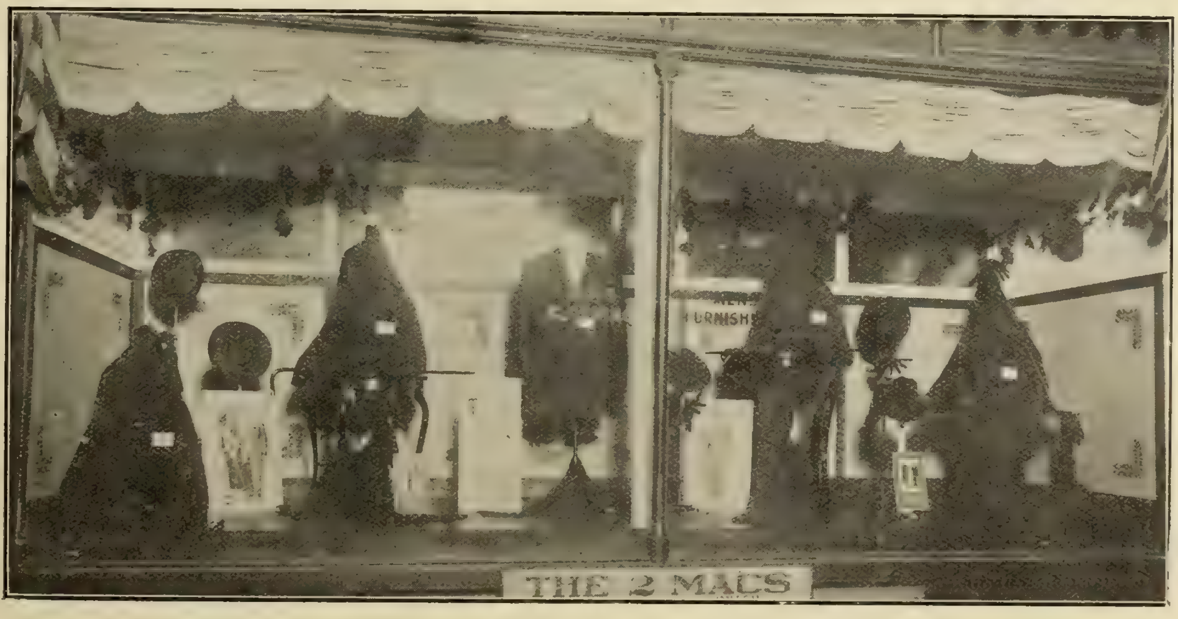
New clothing department of the Two Macs, Ottawa. L. Whitney, manager.

and the rent for that store on the busiest corner of the city was $50 a month.

An old friend of The Two Macs called in the store one day and severely reprimanded the two young men for what he termed "such reckless enterprise." "You'll never do enough business to enable you to pay such a big rent," he said. The two young optimists disagreed with their well-meaning friend and proceeded to advertise more extensively than any other store in the city.

Two years later, Mr. MacKay withdrew from the business and Mr. McClenaghan formed a limited liability company, taking most of the stock himself. Then he proceeded to launch out as a complete furnisher for men and boys. He began to extend his windows along Bank street. All the time he kept the name "The Two Macs," constantly before the people. The name of the firm became a household name. Care was and is taken to see that the goods were up to the standard that the ads. claimed they were.

By 1907 every department necessary to a complete store for men's and boys' furnishings and clothing was installed, and there was some window frontage on Sparks street by this time. The business done last year was over twenty times larger than that done in 1889. Recently every department of the store was increased in size. With the exception of three rooms on one floor of the big building shown in the accompanying illustration, The Two Macs occupy the whole of it. The space on the ground floor measures 10,000 square feet, and over 100 hands are employed by the firm.



Clothing window featuring $15 suits. This trim is attractive because there is nothing to divert its suggestive value. By J. L. Beaudry, for Two Macs, Ottawa.

Neat tailoring window by J. L. Beaudry, for the Two Macs, Ottawa. Background of panels in wallpaper treatment, decorated with autumn leaves. The fabric is effectively draped on circular form and stands, and the trim introduces hats and accessories to match.

NO ONE CLASS CATERED TO.

Other methods on which the business has been built up are that no one class has been catered to. The most people have the most money is an axiom with a lot of philosophy in it which the Two Macs have appreciated. "We sell at the lowest possible price and guarantee to satisfy a customer so that he will go away and become an advertiser for us," stated Mr. McClenaghan.

HOW WINDOWS ARE USED.

"The Two Macs" have eleven show windows in their store and they are perhaps the most extensively used to inform the public of what the store has to offer in the way of special attractions.

Each window measures fifteen feet long by four feet deep, and each window is generally divided into three sections by oak partitions. Every window is changed not less than once a week, sometimes two or three times. The show cards used are white with black lettering, except during special sales. Price tickets are invariably attached to all goods in the windows.

Mr. J. L. Beaudry says that he is careful to work in co-operation with the managers of the different departments. If they want special windows he makes a big effort to oblige them as quickly as possible. Suggestions are also interchanged. Attention is paid to see that advertisements in the newspapers are backed up by window displays.

BEST ADVERTISING FEATURES.

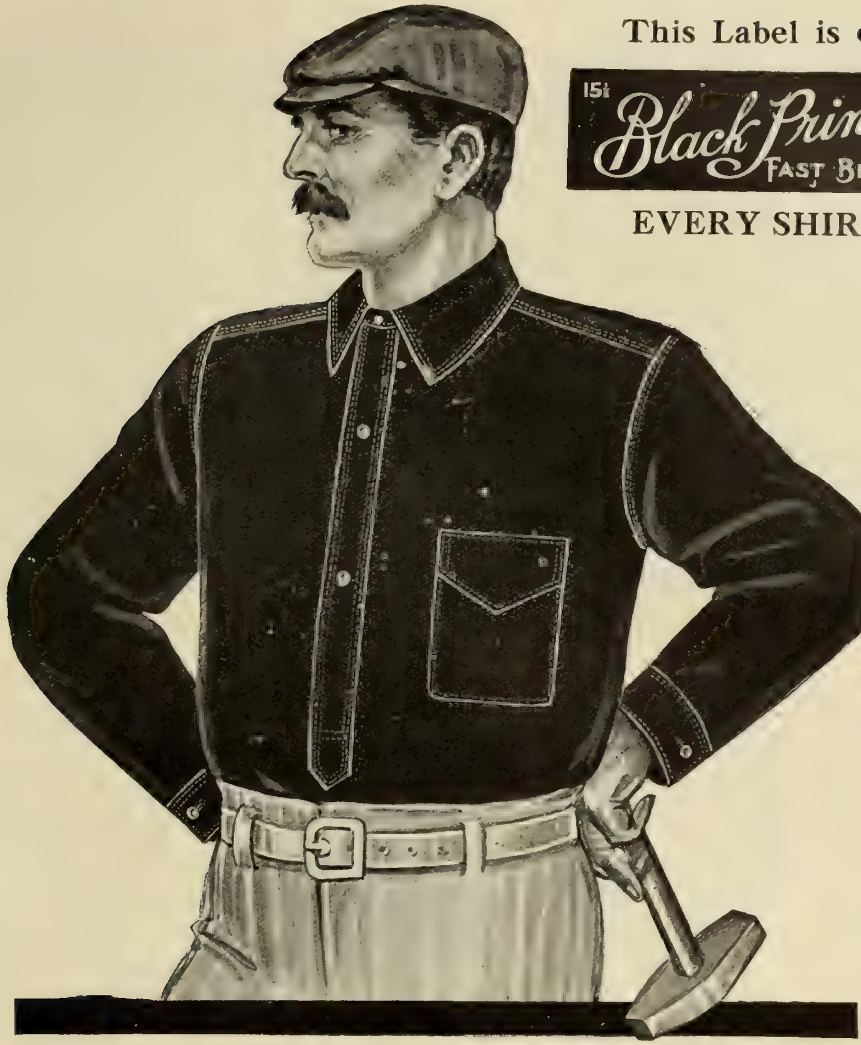
The store's most successful advertising feature was introduced on March 17, 1900, the anniversary of the business. So much extra business was done then that the St. Patrick's day anniversary sale was made an annual event. The windows are decorated with shamrock and other suitable trimmings. All sorts of novelties are introduced to popularize the sale. A window may carry a display of shamrock shipped direct from Ireland one day and a piece of the Blarney stone the next. Shamrock-leaf designs liven up the newspaper ads. Billboards all over the city announcing the bargains at the Two Macs' sale carry pictures of famous spots in Ireland. Attention is also given to the fact that the sale is to commemorate the anniversary of the business of the Two Macs.

(Concluded on page 106)

◆

M. J. Maher, recently with the Robert Simpson Co.'s clothing department, has gone to Peterborough to manage a new Oak Hall store.

The Jackson Mfg. Co., Clinton, manufacturers of boys' clothing, are considering the extension of their business by opening a branch in Wingham. They now have factories in Clinton, Goderich and Exeter.



This Label is on

15t *Black Prince* REG'D FAST BLACK

EVERY SHIRT

BLACK PRINCE

THE WORKINGMAN'S GOOD, BIG, COMFORTABLE SHIRT

¶ The sales on this shirt, this year, so far are **four times** as great as during the same season in 1911.

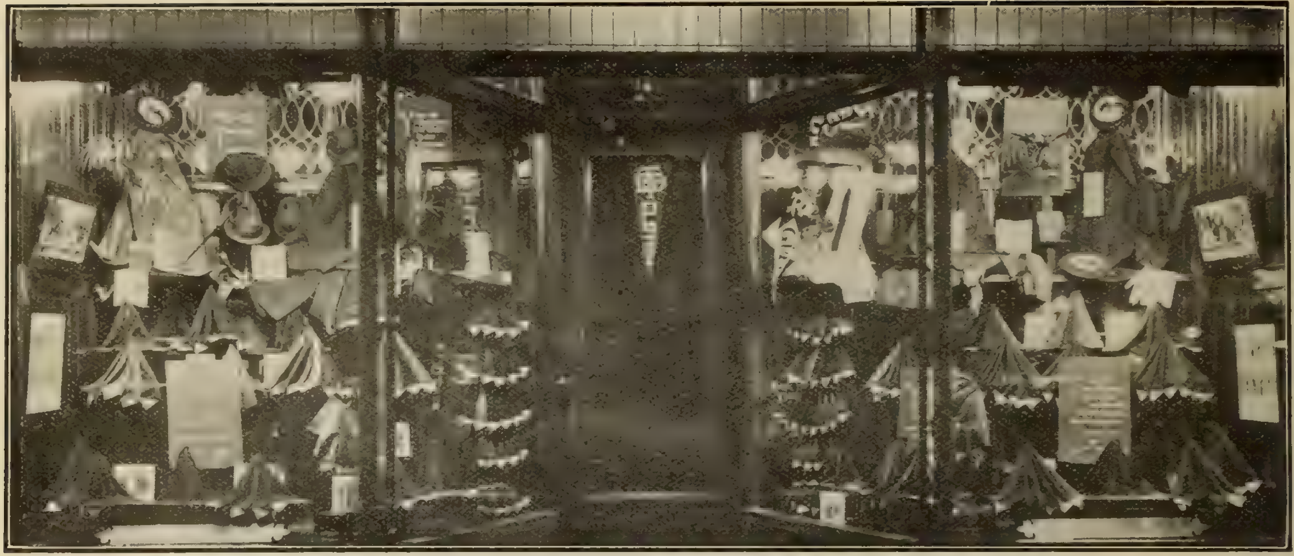
¶ The **quality** of the Black Prince is the reason for these large sales. The shirt is cut on big lines—long sleeves—big, roomy armholes.

¶ The color is fast black. You sell the shirt with the understanding that the dye will not wash out—boil out—nor fade out.

¶ There is big business for you in this shirt and a good margin of profit.

¶ Ask your wholesaler for sample and price. Made and guaranteed by

The Canadian Converters' Co. Limited.
Montreal



Windows featuring swatches for made-to-measure clothes. By Edwin E. Bell, Guelph.

Featuring the Special Order Department

How to make an attractive window of swatches or samples — Effective methods of price ticketing so that customers can examine an assortment of patterns satisfactorily — Dating delivery of orders

(By Edwin E. Bell.)

THE made-to-measure or special-order department has become an important feature of the up-to-date clothing business.

The majority of trimmers find difficulty in making an attractive window of the usual swatches or samples as supplied by the wholesale trade.

The windows accompanying this article show one effective method of featuring the above department, making unusually attractive windows and bringing very satisfactory business.

The method of price-ticketing the swatches as shown more clearly in small photo is found to be very effective. The prospective customer can at a glance see a large range of patterns and prices and often becomes sufficiently interested to step inside and inspect same at closer range.

Fashion plates, swatches and a few model garments should be at hand; in this way many an extra order can be booked. Time being money now-a-days, the above appeals to the busy man who usually puts off the ordering of his clothes until forced to attend to same.

GARMENTS TO SHOW EFFECTS.

A new "divider" fixture of simple design as illustrated, with plate glass shelves borrowed from show cases were used in this trim. Show-cards were of a rich shade of brown with price tickets of a lighter tone blending well with general color scheme and adding a brightness to the display.

The shelf trim and background show some of the cloths made up in model garments showing the new styles, Raglan shoulders, new ulster overcoats, etc.

As a finishing touch a few of the newest arrivals in hat and furnishing stocks, and palms completed a pair of windows that caused much favorable comment and brought very satisfactory returns in increased business.

PROMPTNESS IN DELIVERY.

In dating delivery of order salesman should allow a margin of a day or two in case of occasional delays by express company, wholesale house or other cause, and to make sure garments will be pressed and ready when customer calls for same, and to carry out the good impression made when order was given. Slow or uncertain delivery has been the means of losing many a good customer.

FITTING THE CUSTOMER.

The fitting on of a new suit or overcoat should be done in a confident manner indicating that salesman knows his business. The man who is always in doubt as whether garment is going to fit properly had much better devote himself to some other department as he, in greater or lesser degree by his manner or mental suggestion, creates a similar doubt in customer's mind.

Any minor alterations such as shortening sleeves, or trousers, should be considered a matter of only a few minutes work for tailor to rectify.

BALE PRESS AND STOCK ROOM

From 10 sewing machines to this factory in three years.

WHY?

OPERATING ROOM

Figures sometimes lie, but photographs don't. These pictures tell their own story of our success.

THOSE WHO TOIL EARNESTLY AND WITH SUCCESS WILL BE SATISFIED ONLY WITH THE BEST OVER-HAUL THAT CAN BE MANUFACTURED.

LEATHER LABEL OVER-HAULS

ARE HIGH GRADE, HONEST MADE AND THE BEST

AMERICAN STYLE WORK CLOTHES.

THEY ARE DOUBLE STITCHED THROUGHOUT, BIG AND GENEROUS (IT TAKES FROM 42 TO 44 YARDS TO MAKE A DOZEN), HAVE SEVEN POCKETS IMPORTED BUCKLES AND BUTTONS THAT WONT COME OFF, ELASTIC DETACHABLE SUSPENDERS, ETC

LOOK FOR THE TAN COLORED TRADE MARK ON YOUR OVERALLS, THE LEATHER LABEL.

WE ARE THE AGENTS FOR LEATHER LABEL OVERALLS.

Success doesn't come without merit. Therefore, Leather Label Over-hauls must be honest worth.

NEW HOME OF LEATHER LABEL OVER-HAULS

The Leather Label Overhaul Co.

Walkerville, Ont.

AUTOMATIC CONVEYOR

Tear out and mail this page to us with your name and address and we will send you samples free of charge.

Neat and effective method of pricing swatches for made-to-order clothing.

If garment does not fit, it is generally good business to discover same as soon, or before customer does, and be interested immediately in suggesting remeasurement to correct faults, not trying to force sale, as this means a dissatisfied customer and a loss of future business.

If given proper attention the made-to-measure department will be found to be a paying feature, a good method of getting in touch with the higher class trade, and giving a better tone to the entire business.

◆

Under the heading "I Wonder Why They Didn't Think of it Before," a large clothing house printed the following numerals "41-42-43-44-45-46-47-48-49-50," and then the following argument:

"Shirts in half sizes, collars in quarter sizes, hats in eighths, and even shoes in quarters. Why shouldn't clothes be built that way, too? Most expensive part of a man's wardrobe, yet treated with less consideration than his collar—up to now.

"The numbers printed above mean things. They mean that for the first time in this city a men's store is ready to give the man who wants an 'over forty' suit the same fit and satisfaction always given his slighter brother. Suits made 41, 42, 43 fit. It isn't like getting a 42 or a 44 and having alterations made. Think of the satisfaction of sliding into a suit that fits the first time on. Almost no alterations. The odd number sizes take care of that.

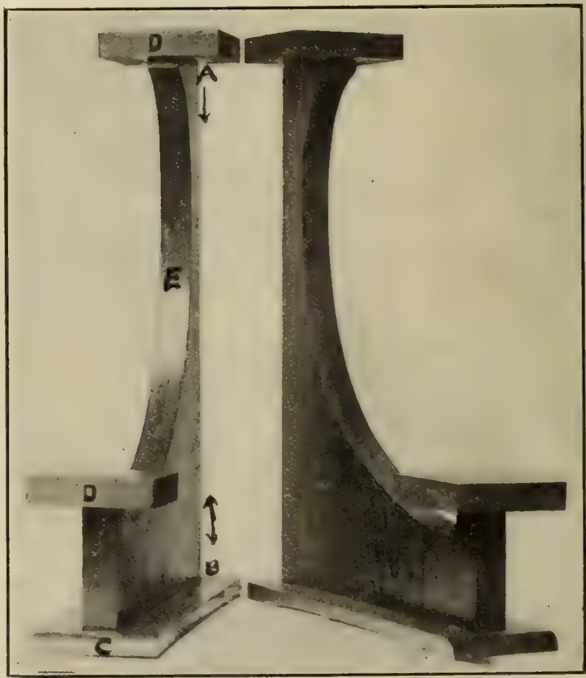
"Next, these suits do not 'balloon the figure.' They fit, for besides being made in sizes to fit, they are made in models to fit. For instance, long stouts, regulars, and short stouts. Sounds good, doesn't it? And you do not pay extra for this service."

◆

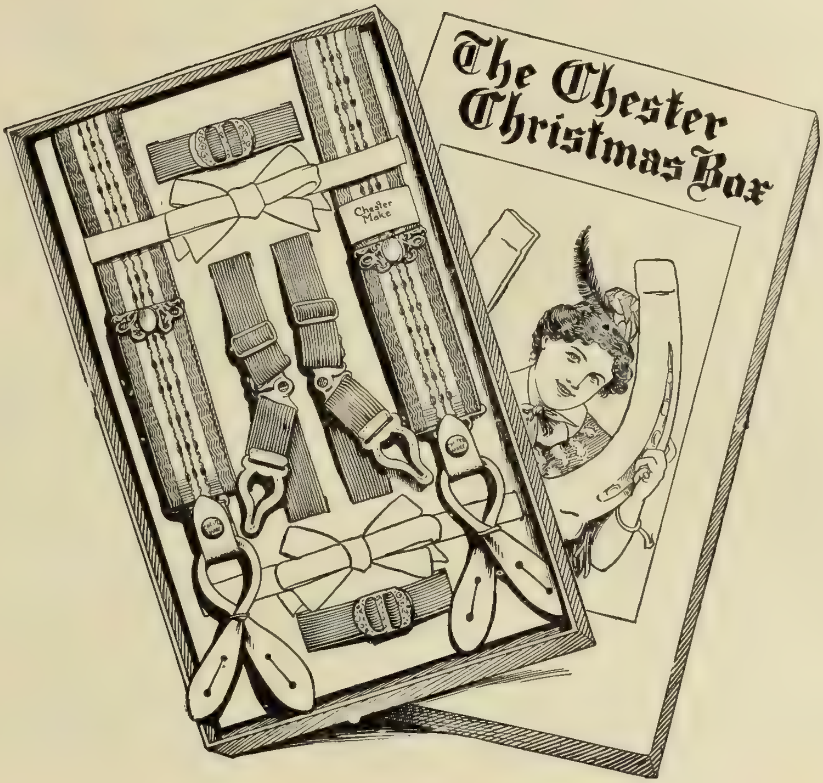
Forty-one Years in Business

Robert Aikin, Dresden, Ont., who has been in the dry goods business for a continuous period of 41 years in that town, recently celebrated his seventy-fifth birthday. Commenting on these notable facts, a local newspaper points out that "during all this time Mr. Aikin's business has showed an increase every year, and his turnover this year will total up to about $40,000. Mr. Aikin's steady success is due in no small degree to his thorough business tact and ability, combined with a thorough recognized principle of giving his customers good value for their money and always dealing in reliable and well-tested merchandise."

Mr. Aikin first went into business in 1871 with R. Kimmerly, the firm name being Kimmerly & Aikin. They were burned out five years later, and the firm moved to a small store about 20 x 30 feet, which they built. They moved into larger premises one year later, and again in five years they occupied a still larger store. His partnership with Mr. Kimmerley continued for 20 years, when Mr. Aikin branched out for himself. His store was destroyed by fire two years ago, and the fact illustrates the enterprise behind the business that the store was rebuilt on a larger scale and a grocery department added.



Useful divider for window or ledge trim. Height A to B 26½ inches; base B to C, 20 x 5½ inches, square top D, 6 x 6 inches.; E, 1¾ inches thick.



"CHESTER" Specials

FOR CHRISTMAS SELLING

Our Representatives are now showing a most complete and artistically gotten up Holiday Line of Suspenders in Combination Sets and Single Pair Boxes. Something entirely new in the way of packing.

If you haven't seen these "Specials" yet, write for our traveller to call and show you the complete "Chester" Line.

HALLS LIMITED, MANUFACTURERS
Brockville - - - Ontario

Full stock carried at our Winnipeg Warehouse—148 Princess Street

President Hollinsworth Discusses Future Plans of the C.W.T.A.

To the Members of the Canadian Window Trimmers' Association:

IT is gratifying to look back on our first assembly and note the great interest taken by so many of the young men who are following up the window display profession.

There is no doubt, judging from the remarks heard since the convention that those who attended were certainly repaid for any expense or inconvenience they were put to in attending.

The demonstrations and lectures given provided an abundance of valuable information, and those who attended could not but feel like going back to their work and renewing their energies along better lines than heretofore.

Now, boys, just a word about the next convention. Let us all get together and boost it. Let us try and interest as many of the other men in the business as we can. By having a big membership we are going to strengthen our organization and create a bigger interest. Among those of you who did not win prizes this year I hope to see no feeling of envy or jealousy, as your time will come to share in the prizes when you prove your ability.

Next year I expect to see more photographs submitted. Last convention there was not a sufficient number of competitors. Between now and next convention, have at least six of your best trims photographed. They are always a good thing to have as credentials in seeking a new position.

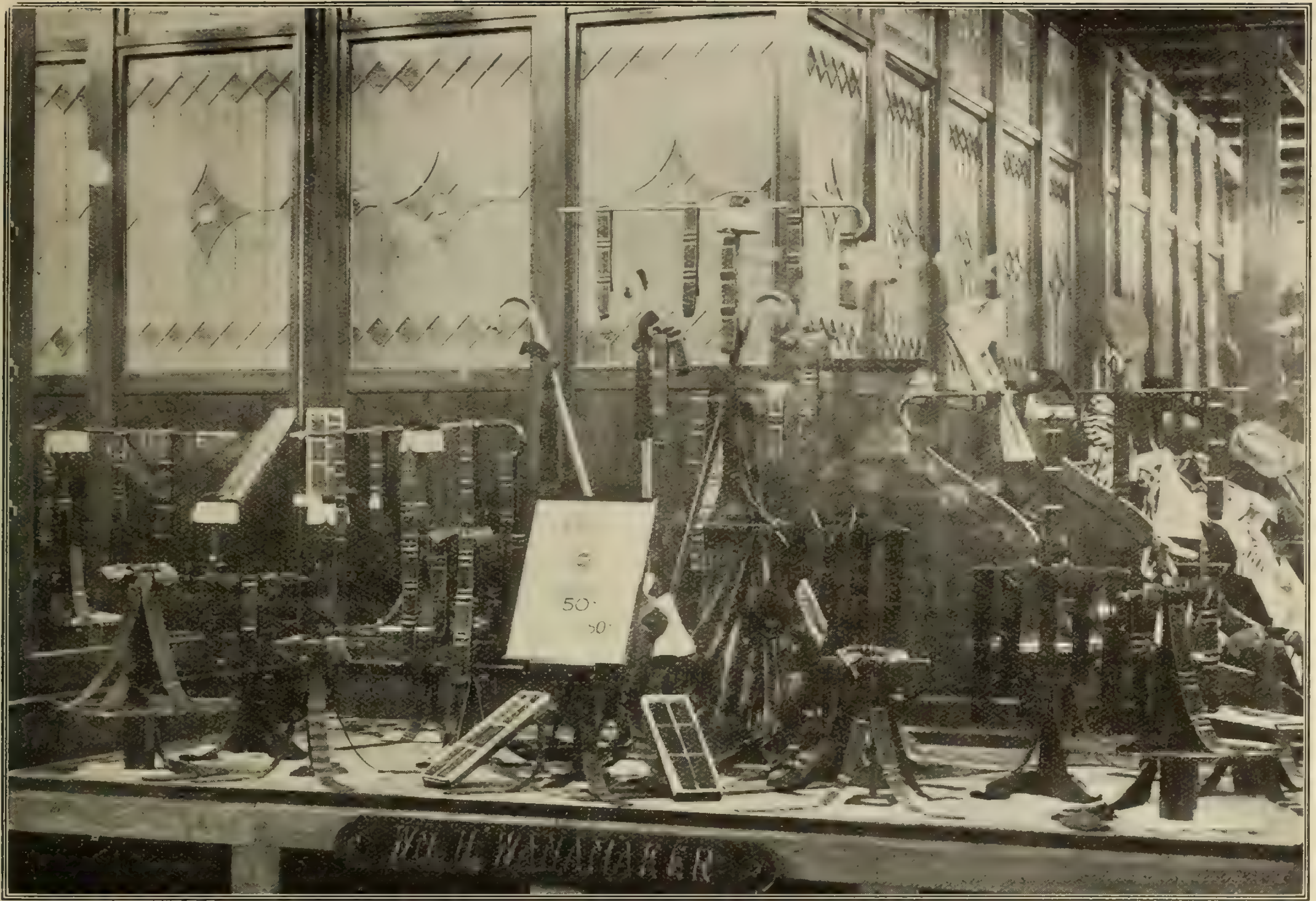
The committee purpose having even a better and more interesting programme for the next convention. The dues you pay to the secretary will go towards prizes and towards general arrangements. Different merchants are interesting themselves in our organization and have promised us financial aid. Let us endeavor to interest as many merchants as possible for, after all, it is the merchant who is going to benefit by our association eventually. His merchandise is going to be properly introduced to the public, and the general appearance of his store will be improved as his window trimmers' ideas become advanced through our meetings. We can therefore increase his profits to a great extent.

In concluding, let me ask you to make sure of attending the next convention, and if possible bring a new member with you. Note any new ideas you may have had or seen, and let us have them. It is only by the interchange of ideas that we all can learn something new. Everybody should feel that he is just as important in this association as any one else.

The membership fee is very small, and you must not forget the fact that the knowledge you can get through our conventions are costing very little. Don't let your dues run in arrears as it means a lot of hard work for the trimmers who have kindly consented to give up a lot of their time free of charge to further the interests of others. With Thanksgiving Day, the C.W.T.A. will be one year old. It has accomplished a great deal in that time, but still greater things are planned for the future. Your co-operation in every way is required, and a practical way to demonstrate it at the outset is to renew your membership immediately by sending $2 to the secretary, 143 University Ave., Toronto.

As the association grows, several new features may be added that will be a benefit to us all, viz: an employment bureau, a sick benefit department, and several other features which we purpose taking up as our association may deem feasible. Announcements will be made from time to time in the Review. Don't let your interest lag during the intervals between the meetings, and if you have any suggestions to make, or if you request information of any sort, drop the secretary a line.

H. HOLLINSWORTH, *President.*



A Wanamaker Window of "Onyx" Knit Silk Scarfs

It is a crying shame for dealers to sell to their customers for seventy-five cents, so-called Silk Ties when they can get the

"ONYX" Genuine Pure Thread Silk Knit Ties

to sell at the same price

Send for line of Samples or Salesman, without delay

"ONYX" Special Holiday Combination Hose and Tie

A Pure Silk Accordion Ribbed Hose and Tie, in 10 color assortments, attractively boxed.

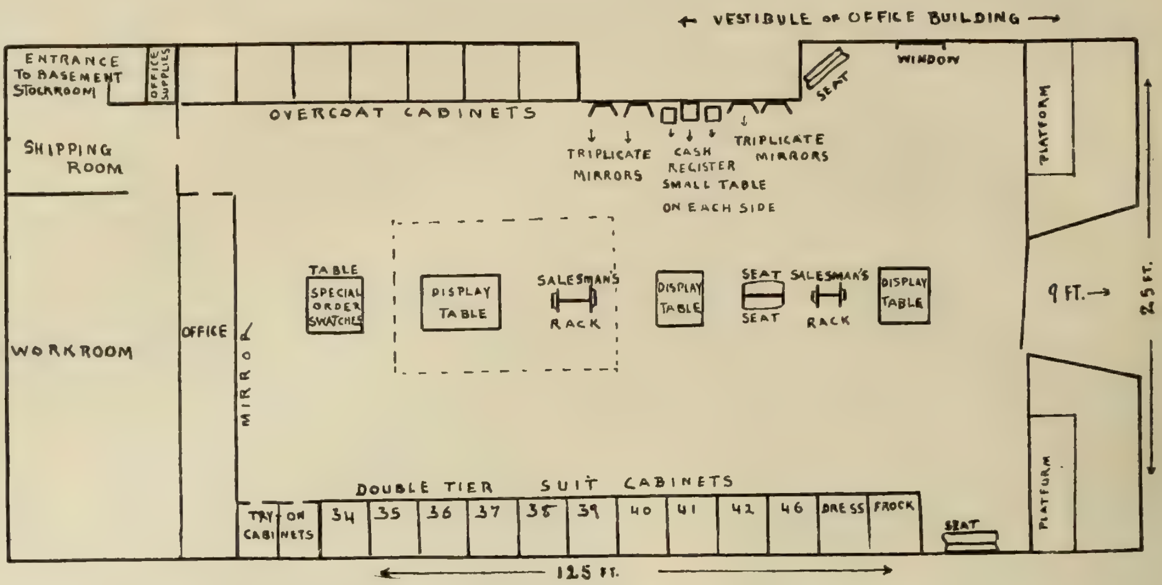
A remarkably acceptable and practical holiday gift for men, of rare excellence, to retail at $1·75 per set.

Lord & Taylor

Wholesale Distributors

New York

Philadelphia Office:	*Chicago Office:*	*Boston Office:*	*San Francisco Office:*
1033 Chestnut Street	American Building, State and Monroe Streets	78 Chauncy Street	Bankers' Investment Bldg.



Floor plan, new store of Ed. Mack, Ltd., Toronto. The store is finished in quarter-cut oak highly polished, and presents a very fine appearance. The windows have platforms at the rear in order that articles in front may not obscure those behind. See article.

New Clothing Store Has Fine Equipment

Ed. Mack, Limited, Toronto, now occupying up-to-date establishment in good location — Wardrobes for 1400 suits — Facilities for effective display — Basement equipped as stockroom.

NOTABLE features in the new clothing store of Ed. Mack, Ltd., in the Richmond-Queen block on the east side of Yonge street, Toronto, are its display equipment, its selling facilities and systematic arrangement of stock.

The store has a frontage of twenty-five feet, and two display windows, each of which is nine feet deep. In the rear of each is a platform about two feet high. Goods may be arranged in this to advantage with no possibility of the view being broken by garments placed nearer the window. These windows, and in fact the entire store, are furnished in quarter-cut oak, natural color and highly polished.

WARDROBE EQUIPMENT.

The double-tier suit wardrobes, with revolving racks, have a capacity of 1,400 suits. Each cabinet bears a number corresponding with the size of garments carried within. At the end of this line of wardrobes are two try-on cabinets, and on the opposite side of the floor are the overcoat cabinets, four large triplicate mirrors, and cash registers, with small tables on each side for the use of salesmen in checking stocks or other clerical work. Down the centre of the store are arranged tables for showing swatches, or displaying garments, and small racks on which to hang the customer's coat or vest in trying on or for garments which may be taken from the wardrobes for the inspection of customers. A double-sided seat is also a convenience included in this floor equipment. It is placed opposite one of the triplicate mirrors where, should a friend accompany a customer, he or she may be seated, and pass an opinion upon the fit and appearance while the person who is buying may have every possible opportunity for personal inspection. Seats are also placed near the front of the store. There is a light-well above the centre. The offices, workroom and shipping rooms are in the rear, and in every section of the store there is excellent light.

BASEMENT STOCKROOM.

The basement is used for stock. Here the garments are neatly arranged on racks and tables, and to meet any possibility of dampness a large electric fan has been installed opposite an opening in the front wall. By this means a current of "live," fresh air is projected through the stock room and the place is as "dry as a bone." From the lane in the rear of the store is a chute down which cases and bundles of every kind are sent to the stock room. This is a time and labor saver.

LIGHTING CONTROLLED BY SWITCH.

An electrical time switch in the basement also turns the window and store lights on and off at the time of day required without attention from a member of the staff. Such a device is particularly useful on a holiday or any occasion when the store may be closed. The switch will look after the turning on and off of the store lighting at the time for which it is set. It is not necessary for anybody to "run down town to look after the lights."

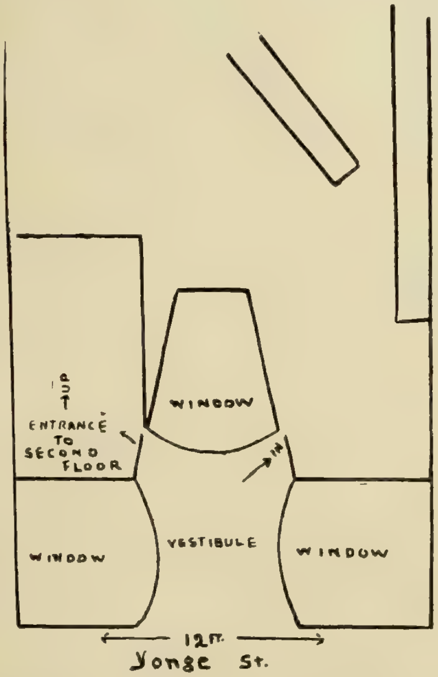
GOOD LOCATION.

The store is located in the centre of a very busy block, opposite one of the large departmental stores. It has an attractive appearance and seems to be well placed when one considers the apparently well founded theory that of the people who pass to and fro at this point, men are in the majority. The store is also next door to the Hotel Tremont which is being remodelled on modern lines with very handsome marble front.

Solved His Window Problem

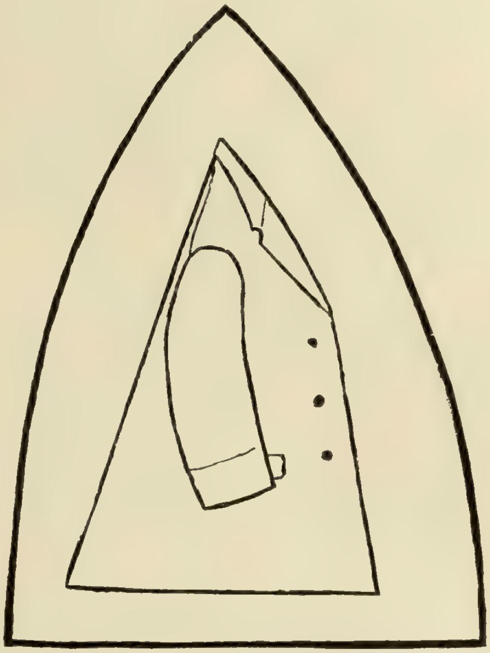
How a Toronto tailor arranged very attractive front — His methods for capturing student trade — Adapting displays to limited space

In order to secure the full display advantage of a 12-ft. frontage and at the same time provide for two entrances, one to his store and one to a stairway leading to upper apartments, F. K. Hardy Co., tailors, 386½ Yonge st., Toronto, adopted the plan shown in the accompanying sketch. The vestibule is in the centre, flanked by small, circular-sided windows, the doors slanting toward another circular shaped window in the rear. Thus he has a display equipment equal to the entire front, and probably much more effective than one continuous window.



How the F. H. Hardy Co., Toronto, have arranged their 12-ft. front in order to facilitate attractive display.

As arranged for the opening of the colleges, these windows certainly presented a unique and very attractive appearance. To each student who places an order with him, Mr. Hardy is presenting a bas-relief University crest. These are about two feet by one foot, oval in shape, and make an acceptable ornament for the college man's den. To advertise his offer, Mr. Hardy used a series of panels about five feet high and two feet wide, made of white felt drawn over a frame, and in the centre of each he placed a crest, using as ornamentation the distinctive colors of the different colleges affiliated with the University. The following card done in blue and white explained the proposition: To show our thanks for the liberal patronage of University undergraduates, we are presenting gratis to each student who places an order with us this Fall season one of these bas-relief University crests. Please hear—These crests will only be given to student customers from colleges of the University of Toronto and will not be sold under any circumstances."



The sketch illustrates the plan adopted by the J. K. Hardy Co., Toronto. The garment is mounted on a plaque or panel, made of white felt stretched over a frame, and then placed on an easel. The idea is one that can be used effectively in a very small window.

The idea, Mr. Hardy states, has been a profitable one. The chief expense consists in having the mold made for the crests, and afterwards in having them hand-colored, but at that it is not any more expensive than a campaign of folders or circulars, and is more effective with people whom he desires to reach.

The windows of the store are so small that one might ask, how can garments be shown to advan-

(Concluded on page 88)

Planning the Season's Advertisement

Salesmen have ideas on this important question — Advertisement must convey definite message — Campaign mapped out by one man includes style folder to special list — Would feature some one item in ads. of merchandising season.

HOW would you conduct the season's advertising? was the question asked in the Review's last monthly competition. The replies received indicate that the ideas of salespeople do not altogether harmonize with those of their employers and in some cases the request is made that names be not used. The competition was arranged particularly for those members of the selling force who, while having nothing to do with the store's advertising at present, still had some ideas as to the manner in which it should be conducted.

THE SPECIALTY ADVERTISEMENT.

In summing up the replies received, it would seem that there is a decided feeling in favor of the specialty as opposed to the more general form of advertisement. That is, salesmen have apparently observed that, when an advertisement emphasizes one or two values in particular it generally meets with a better response than when an attempt has been made to direct attention to several articles having no special merit.

"To be a trade-winner," writes one man, "the advertisement must say something. I have talked the matter over with friends of mine, and they seem to have an entirely "different" view on advertising. They have been led to classify everything in a general way. The demand is for something that will compel attention and be talked about."

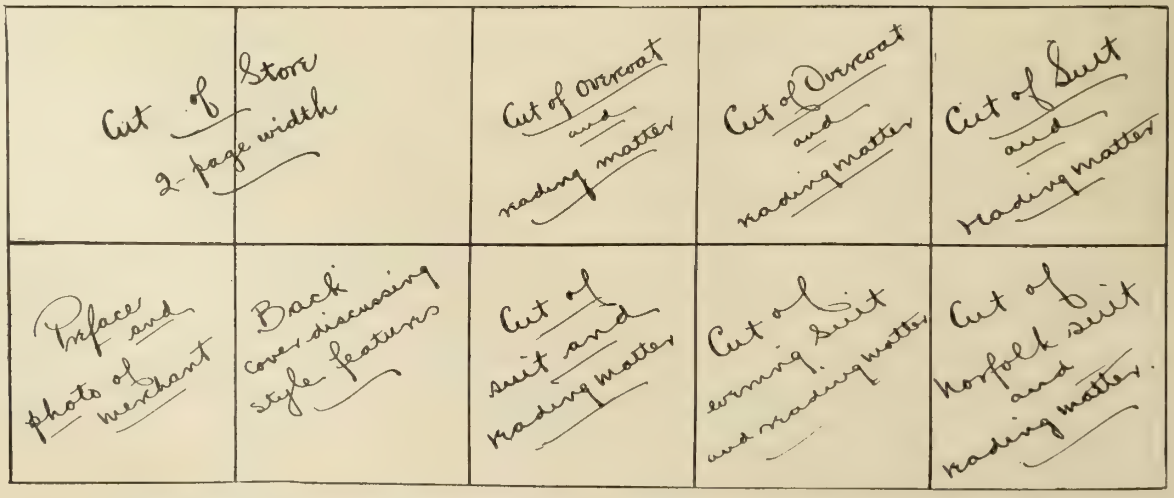
WOULD ISSUE CATALOGUE.

"I would divide the season into three parts," writes a second. "Those would be opening advertisements, general merchandising and mid-season clearance advertisements and Christmas advertisements, with a special series during the Thanksgiving season. If I were running our advertising, and had a classy line of goods behind me, I think the first thing to do would be to issue a catalogue. This would only cost about $12 a thousand and I am confident that I could send it to a list that would return good business. I am sending you a rough draft of such a catalogue or folder. It contains twelve pages or six on each side. Two of these I would use for a cut of the store—interior or exterior, whichever I thought would be the more interesting. On another page I would use a photo of the merchant with an "open letter" telling my customers what the style features of the new season were and how I had prepared for their business. On the other pages I would illustrate and describe suits, overcoats, accessories, etc.

"This booklet would indicate that I knew my business and that I was entitled to the class of trade represented in the list. At the present time, I think we are inclined to pin too much faith to the large opening advertisements with big cuts, doing little more than announcing that we are ready for business. What is needed is something definite at a time when most men are thinking of new clothes. The pages of the advertisement would be about 6 x 3 inches, and I would get manufacturers and trade papers to help me out on the cut proposition.

GENERAL MERCHANDISING.

In my general merchandising advertisements I would try to introduce a special feature each time. I would rustle around among the neckwear, shirt, hat, glove or clothing houses for these, and I think it would pay me to do so, but never overlooking the


Cut of Store 2-page width
Cut of overcoat and reading matter
Cut of Overcoat and reading matter
Cut of Suit and reading matter
Preface and photo of merchant
Back cover discussing style features
Cut of suit and reading matter
Cut of evening suit and reading matter
Cut of Norfolk suit and reading matter.

Layout for catalogue or folder which salesman states he would issue in introducing a season. See article.

fact that stocks had to be cleaned up. My idea is that a men's wear store catering to a good class of trade should have two good clean-up sales—events that are genuine and sure to be attractive—one on Summer stuff and another on Winter goods. This plan in a place of this size—15,000 people—might fall down if all of the merchants put on similar events at the same time, but I would give it a trial at least and with it I think I could introduce the impression of solidity—that my store could be relied upon for dependable goods at fair prices, that I was not slaughtering one day and trying to take profits the next. Of course, these are only my theories, but that is what you are asking for—the ideas of the salespeople.

THE CHRISTMAS SEASON.

For the Christmas season, if I were an advertising man, I would make the store look the part, the windows would suggest the season and I would make my advertisements as bright and suggestive as possible. Here is an idea that occured to me. I would issue lists of desirable gift articles for men, and would mail them to as many young women of the town as I knew to be interested. It would be an easy matter to make up a list of 200 or 300, and the folder would inform them that this store had a fine assortment of goods for their men friends and relatives. At Christmas time women get away from the bargain idea, and their trade in the men's wear store is worth while. These lists could also be sent to prominent families, but in the first instance I think it would pay to address it personally to the young woman. The Christmas season is one time of the year when the advertisement must be specific, when the advertisement must talk goods, goods, goods suitable for gifts.

"These in a general way are my ideas how the season's advertising should be conducted. There are points on which I don't agree with the boss, but probably his experience tells him which is better. I'm willing to take a chance."

* * *

Make the Advt. Stick.

A. Stevenson, Stratford, outlines the season's program as follows: Advertising is a hard proposition to handle. You have to experiment to see the results. In some localities more people read the newspapers and watch the advertising columns than in others.

Have your salespeople try to find out whether your customers are reading your ads or not, this can be quietly done while waiting on a customer. Map out your advertising campaign ahead, set aside a portion of your turnover to finance your scheme. I believe 5 per cent. of your turnover will keep your name and goods well to the front.

Look after your windows, they can be made sell more goods than any other form of advertising, "that is goods in season." For clearing sales, stock-taking sales, etc., use the paper; keep the windows clean and changed often, use a few neat show card announcements and price tickets.

Announce the opening of the fall season with a medium-sized space in your local papers probably 12 inches to 15 inches, run this for about a week if fall weather is in keeping to stimulate buying, mention the lines of new fall goods arrived, fall clothing, fall underwear, etc., and let the people know you are ready for them.

Reduce space after a week running to probably 6 inches. You can increase that to double once or twice a week and use cuts. They always brighten your space and generally catch the eye. Keep your ads. bright and newsy, don't say too much but make it stick.

Make your store as bright and home-like as possible, give good service and courteous attention.

About the first week in October get out a personal letter and mail it to the farmers in the surrounding townships. Enclose with it a neat pamphlet giving a list of the goods handled and prices. The farmer has more time and will almost memorize your price list. I think you will get more direct results from these than your weekly paper.

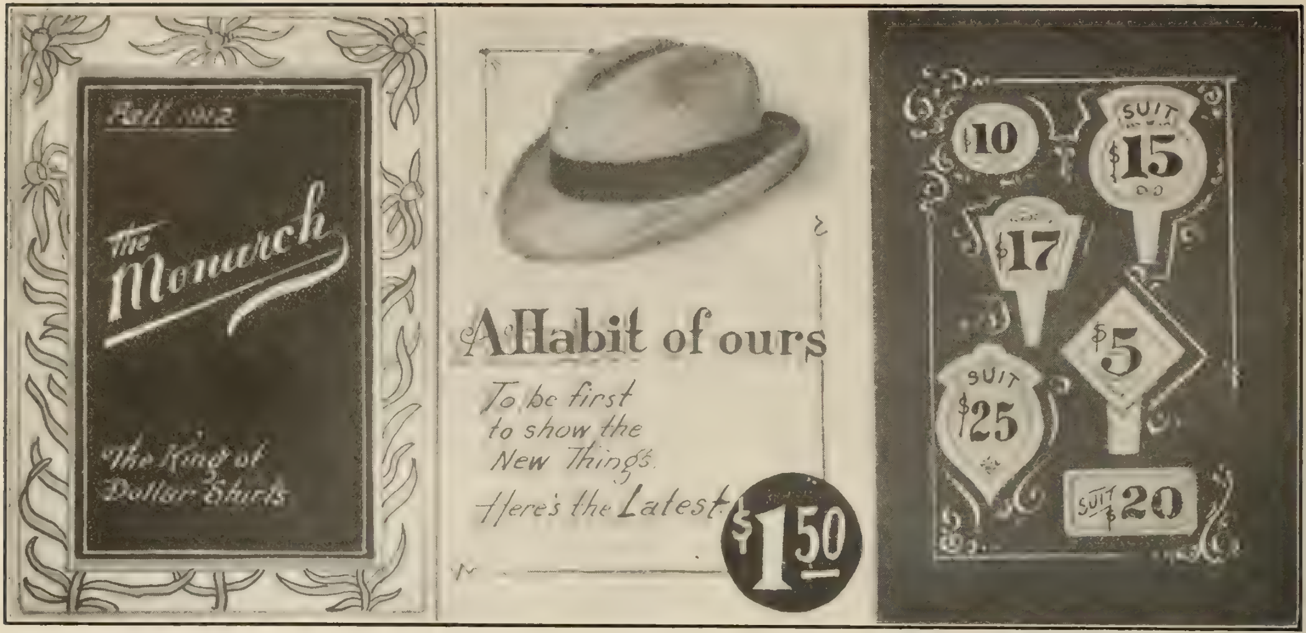
If you have a special order or custom tailoring department, mail a personal letter to your likely customers for that department, the list will be limited as the ready-to-wear clothes is getting a firmer hold every year.

Run about the same space in your papers as you did the last few weeks in September and scatter in a few locals occasionally. Advertise your suits and overcoats for Thanksgiving about ten days or two weeks ahead. You will need extra space for a couple of nights and a couple of extras a few days before the holiday, mentioning new fall sox, gloves, hats, caps, neckwear, underwear, etc.

Start November with heavier goods, winter overcoats, heavy suits, winter underwear, etc., using about 6 inches a day.

About the first week in December get out another circular letter and enclose a neat Christmas reminder. Get your Christmas trade started early, use an increased space in your local papers from 10 to 20 inches a day with bright newsy Christmas talk, also mail a neat Christmas card to your lady customers. You will find them the best customers for Christmas goods.

In writing your ads., don't try to explain or describe too minutely, it costs too much and your small print is seldom read, use a medium-sized clear type with catchy and convincing matter.



Some suggestions in illustrating and ornamenting a show card. The one on the left is a brown card over white with very simple floral effect in black and white. The hat in the centre card is an applied cut out. On the right are price card suggestions.

Show Cards That Sell in the Men's Store

October the month for pushing good, clean, Fall lines when the window should make a more effective appeal than a whole column of reading matter — How show cards help toward this object — Some suggestions

By Paul O'Neal

WE do not belittle any form of advertising when we say that show windows are the very best kind of advertising. A well dressed window is sure to arrest the attention of those passing, and one glance at a displayed article will give a better idea of it than a whole column of reading matter. Unfortunately this fact is not impressed as forcefully upon many merchants as it should be. In other words too many merchants neglect their windows. While some do not actually neglect them they do not give them the attention their importance demands.

USING SHOW CARDS IN THE STORE.

Before enlarging on window cards, we would like to emphasize the importance of using show cards in the store. Plain, neat, black and white cards should be used extensively throughout the entire store. These should not be too large. And every displayed article should bear a price ticket. Think what a good plan it would be if you could have ten people standing inside your store telling your customers the price of ten different articles. Also think of the expense, the confusion, the babel. Yet ten small cards will do this silently and more effectively at a cost of a few cents. We do not advocate fancy cards, that is, too fancy cards, for the interior of the store. When a card is so fancy, or so artistic that it attracts much attention to itself, it immediaely detracts from the goods. Show cards are made to sell goods, and not to be admired as pretty show cards. Every bit of displayed goods in the store is more likely to sell if it bears a card that tells what its quality and price is.

CARDS SUGGEST ACTION.

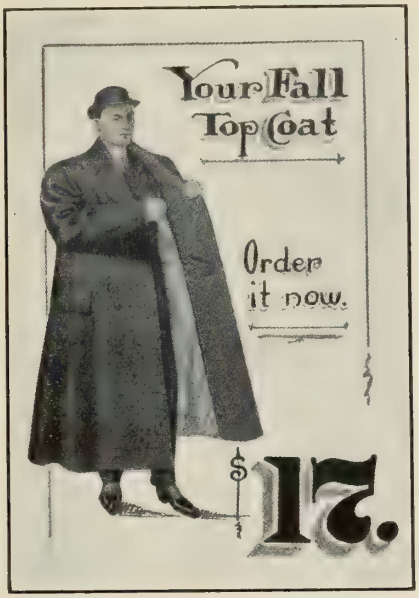
Window or special display cards are somewhat an exception to the above rule. Still we think even window cards should not be so artistic that the attention should be attracted to them rather than the goods displayed. A severely plain card will look

These Newest Ideas In Fall Furnishings
Choice $2.00

A striking card on a tan mat, lettered in white with black shading.

out of place in a neatly dressed window. The cards we illustrate this month are mere suggestions from which you may work out various other conceptions. The overcoat card is very effective, and cards of this type can be made in endless variety. The picture is cut from a fashion plate and pasted on. The lettering is in black, and shaded in grey to harmonize with the coat. Note the arrangement of the wording: "Your Fall Top Coat." That is the subject. "Order It Now" is suggestive of doing something and doing it at once. Next is the important part—the price—standing out prominently at the bottom. The lettering being well separated the card reads easily.

"The Habit" card is similarly done. The hat is cut from a fashion plate and pasted onto the card. The large lettering is in red and the small in black. The price is in white on a red ring. Shading in grey.



A cut-out illustration is used in this card. Wording is to the point.

The $2.00 one is on a grey card done in white and shaded in black.

The others are price cards to be used on suits. We are confident the application of some of these suggestions will be productive of good selling results.

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The Toronto Globe remarks: "The Canadian Window Trimmers have met in convention. Perhaps, in the future they may grow as strong as the billposters and be prosecuted under the law against combines." The Globe suggests a future of some distinction, but the only combine that the C.W.T.A. has in view will take the form of co-operation with the merchant for better business.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor Query Column.—Please describe a good system for filing cards that have been used; also, how can the cardwriter secure the co-operation of salespeople in looking after cards in the store?

* * *

System is necessary for the card-writing department, or cards will soon accumulate, become soiled and damaged and will soon be of no future service. This means waste, which will soon run the department into unnecessary expense. We have found it a good plan to have a rule established by order from the office, whereby salespeople will see that cards are properly handled in the store. Take the week-end as an example. Every Friday afternoon or evening the cards required for the Saturday sales should be sent around to the different departments. Have it understood that these cards are to be carefully gathered up late Saturday afternoon or evening or first thing Monday morning. They should be then taken to the cardwriter's department, sorted out according to price and placed in a cabinet or shelves arranged for the purpose—tens to twenties in one place, twenties to thirties in another, and so on—taking care to discard any that are damaged or soiled so badly that they cannot be used again.

For descriptive cards, it is a good place to have a separate set of drawers or shelves, whereby the cards can be kept according to season or special event classification—Openings, Easter, Thanksgiving, Christmas, etc. The cardwriter must know where he can find things on short notice. This is one way in which he can make his department efficient. Price and descriptive cards can always be used in a rush, and a pile is therefore necessary. The cardwriter should also have a cleaning rubber for erasing finger prints or other spots from cards which he intends using again.

A rack for holding cards while they are drying may be made of two parallel uprights into which long nails or darning needles are driven at equal distances. Such a rack, three or four feet high, will hold a lot of cards and does away with danger of blurring.

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According to a despatch from Brandon, Man., the manufacturers of Peabody's overalls have decided to locate a branch factory in that city. The report also states that Lenox gloves may also have a branch concern there.

CLOTHING FOR MEN AND BOYS

Specialization in clothing trade indicates that the year is no longer confined absolutely to two seasons but that each has two divisions — Normal tendencies being adhered to as safer course in style interpretation

WITH development tending strongly toward specialization in the clothing business, it is now apparent that while buyers are still placing twice a year and well in advance in order to give manufacturers a reasonable chance to estimate requirements, between-season buying is becoming an important feature of the trade. In short, it would appear that the tendency is to follow season conditions as recognized by the women's ready-to-wear clothing trade.

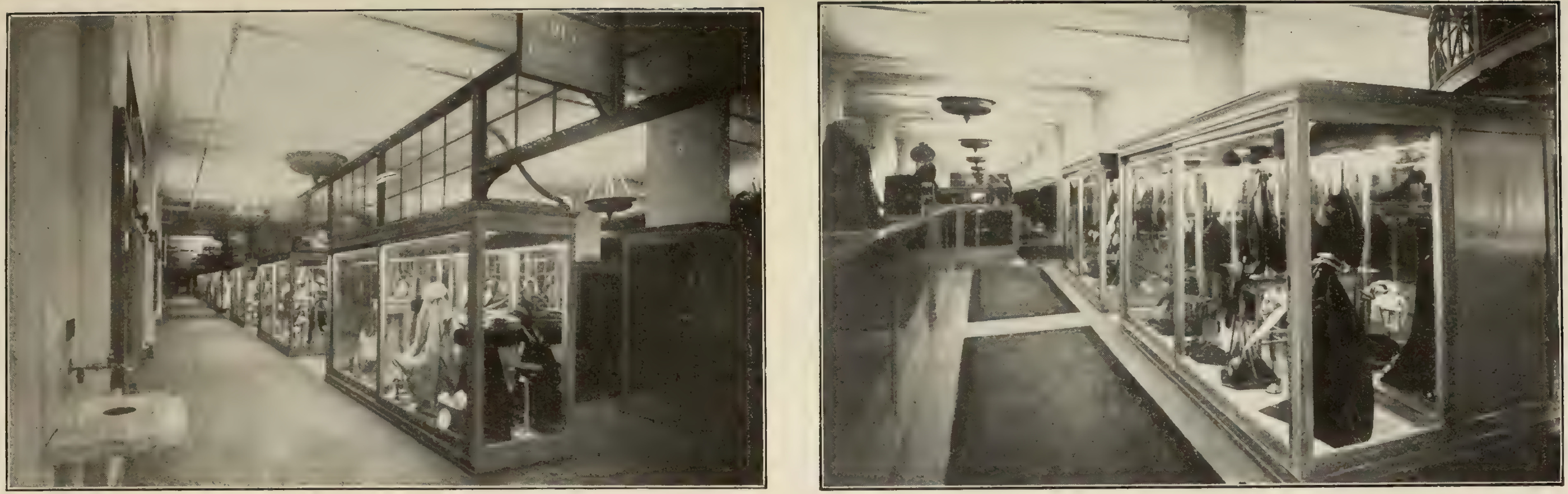
Of course, men's styles are along conservative lines and the changes from year to year are not sufficient to make held-over stock actually unsalable unless in the matter of fancy weaves or patterns. The general outline is the same. But the extent to which better-class novelties are now being featured makes it worth the merchant's or buyer's while to divide the year into four parts. For Spring he makes a selection of the newest suits and overcoats; then he must consider his midsummer business for which the so-called semi-tropical styles have become a factor—the lighter clothing that is preferred for the vacation or outing season. Then comes early Fall with another style interpretation in suits and overcoats and this is followed up by heavier cold weather wear. So that instead of considering two seasons, or thinking that prescribed lines may be applied to Spring and Fall, and that the whole year may thus be provided for, the buyer finds it necessary to watch the market more closely than ever before in order that no promising novelty or style feature may escape his notice.

While this may be a development that the manufacturer may not altogether relish, it does not appear that he has anything to fear so long as the conservative idea remains the vogue. The object should be to impress upon the well-dressed public the fact that in smartly tailored lines, suggestive in no sense of what is freakish, they are actually patronizing what is actually the more correct style, more suggestive of good taste and in every sense dignified and effective. The merchant will recognize in this class of trade his best source of profit. Whether the year has four or two divisions the conservative though smart dresser is the ideal to measure by. He is really the guide to safety in buying and the store that provides for his requirements at every season of the year would seem to be taking the correct course. By adhering to normal tendencies in styles the merchant and manufacturer will avoid many problems and at the same time find ample scope for specialization and progressive development.

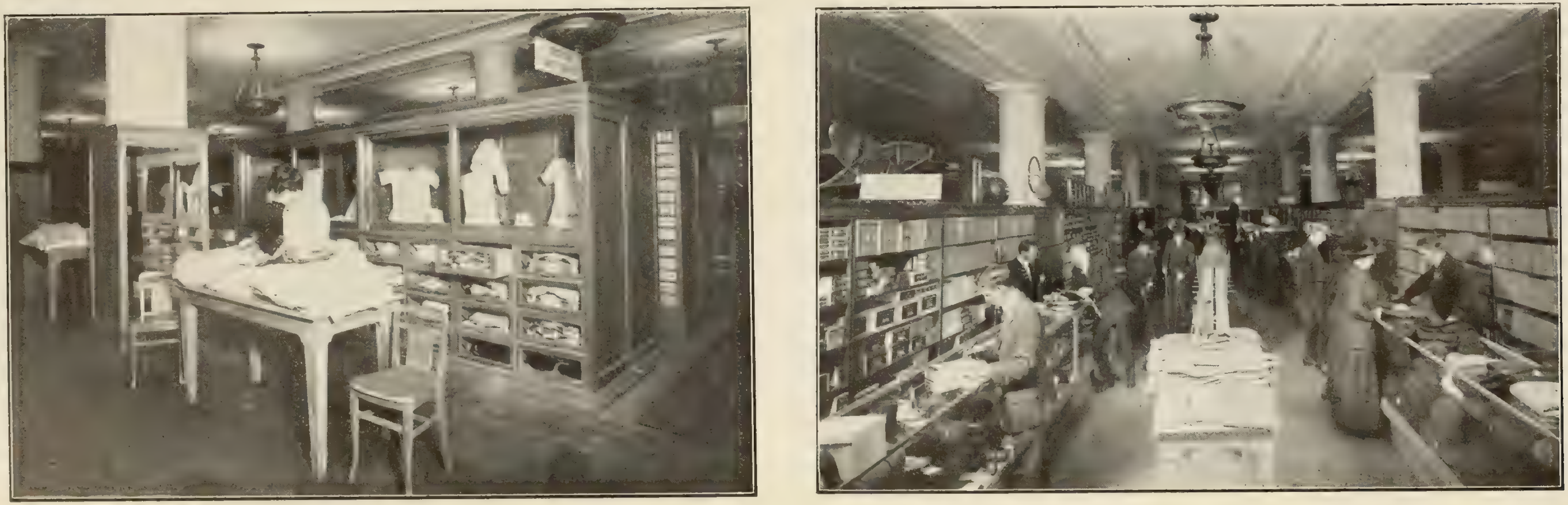
What the buyer may expect in fabric weave, patterns or colors for Fall, 1913, will be indicated by advance sample which will be ready about November 15. Neat line and heather effects and novelty blues have been taking well.

A style note from London would suggest that blues have become exceptionally strong and indicate a break away from the colors which have been so permanent of late. Even for overcoats the color seems to have met with particular favor. Homespuns are a feature and while the new fabrics are introducing a wider variety of colors, the weaves are very neat and conservative. If there is any striking novelty about the new Spring lines, the fabrics have it.

Perspective of the boys' clothing shop in the new Filene store, Boston. Note that the location of each section is indicated by a permanent sign.



VIEWS in the men's and boys' shops, Filene store, Boston. The two top views show arrangement of interior windows opposite elevator landing, and also the cases in the store. Sections in the children's shop and the sporting goods department are illustrated below. Goods are effectively displayed



The advt. that carries conviction is the one that suggests the merchant's confidence in his goods

GOOD ADVERTISING

Advertising men discuss different forms of newspaper make-up — Pyramid style gives small advts. a chance — Three notable advts. used in openings of large stores emphasize idea of service — Who is responsible when wrong price is quoted in an advertisement?

THE advertisement-writer, whether he has to plan the service of a men's wear store or the various departments of a large general establishment should familiarize himself as far as possible with the reason behind the make-up of the newspapers in which he is advertising. It is a fact that many of the smaller mediums recognize very little system, if any at all, in the arrangement of their pages. Advertisements and reading matter are massed together with practically no consideration for the essentials of attractive appearance. A large advertiser secures a position of prominence and all of the smaller advertisements on the page thereby lose in typographical value. Even the reading matter is secondary to the one or two large advertisements on the page, and after the reader has glanced at these, the make-up of the page is such as to suggest that it contains nothing further of interest.

* * *

Pyramid Make-up.

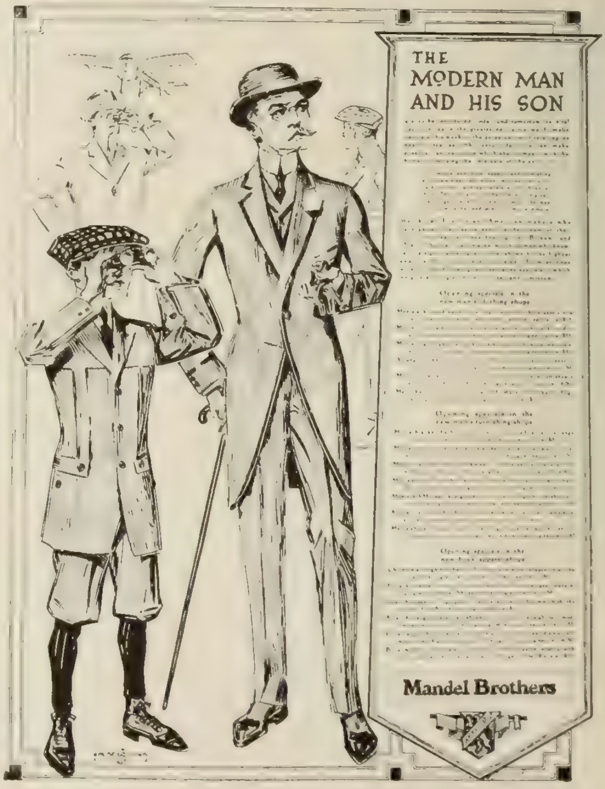
This subject of newspaper make-up was discussed at a recent meeting of Toronto Ad. Club, and an address by Walter Harris, business manager of the Star, contained much information of value to advertisement writers who, as yet, are somewhat at sea on this matter. Mr. Harris explained the pyramid style of make-up now being introduced in Canada. By this system a page is made up from the bottom, the larger advertisements forming the base of the pyramid, the smaller advertisements being built up on them. This system has been in vogue in the United States for a number of years, and is giving good satisfaction both to readers and to advertisers. Large advertisers used to clamor for positions at top of page, but now they were beginning to realize that the pyramid style was an added attraction to their advertising, drawing the eye as a magnet does steel. Smaller advertisers, who have to pay higher rates, were getting a better return for their outlay, while the larger advertisers were not suffering in the least.

GIVING LITTLE FELLOW A CHANCE.

Letters from the advertising managers of a dozen of the leading papers in the United States, indicated that the pyramid style was working out most satisfactorily. It gave the little fellow a chance.

"With this form of make-up the news comes at the top of the page where the reader is bound to stop and read it," said one publisher. "He is thereby held to the page and thus the advertisement is more apt to be seen. With the make-up the other way around, it generally puts the reading matter at the bottom of the page, and the reader quickly skips that page for some other."

When the make-up of the local newspaper is one that suggests absolute indifference to any form of attractive layout, the ad-man might well be justified in consulting with the publisher on this matter, with the object of equalizing the opportunities of the dif-



THE MODERN MAN AND HIS SON

Mandel Brothers

Opening of the new Mandel store, Chicago—an idea that was designed with the object of linking up modern ideas in shopping, in men's styles, in merchandising, in store equipment—followed up with appropriate price selections and descriptions.

A Message from the Specialty Topwear House

SAMUEL WENER & CO., LIMITED

BEWARE! BEWARE!

Look out for the So-Called Waterproof Coats—Insist upon getting Genuine and Guaranteed Waterproofs

THIS is for your protection and your customer's satisfaction, and the assurance of the continued vogue of Waterproofs. We issue this warning for the very selfish reason that as the largest manufacturers in Canada of Waterproofs we have a close interest in the continuance and growth of demand, which is certain as long as Waterproofs give satisfaction.

The Tremendous Demand for Waterproofs

Has resulted in a cheapening process to hasten production — many ladies' and men's coats have been and are being sold under the guise of Waterproofs that will bring the name into disrepute if not checked.

How to Tell Well Made Waterproof Coats

Every seam must be **taped**--look at the inside of coat and see if **all** seams are sewn, cemented and then taped.

The All Too Common Way	Our Way Always Has and Will Be
Cheap, flimsy materials, poor grade of rubber. Seams sewn as in any other coat—a regular sieve for rain to pour through. No more a Waterproof than a dust coat. Single texture coats mostly at fault. This method by stitching only.	Good materials always. Purest grade of rubber. Every seam and edge cemented, then sewn, and then cemented with a broad tape. That's why we guarantee **every** coat that we turn out.

Our adherence to a quality standard is appreciated. We regret our inability to meet all demands made upon us during the last year, in spite of steadily increasing facilities.

TRAVELLERS OUT FOR SPRING

Showing all the latest styles and the biggest variety of materials in the trade. Paramattas, Tweeds, Fawn, Tan, Coffee Shades are good. Prices $5.50 to $15. Every coat guaranteed. Values unbeatable.

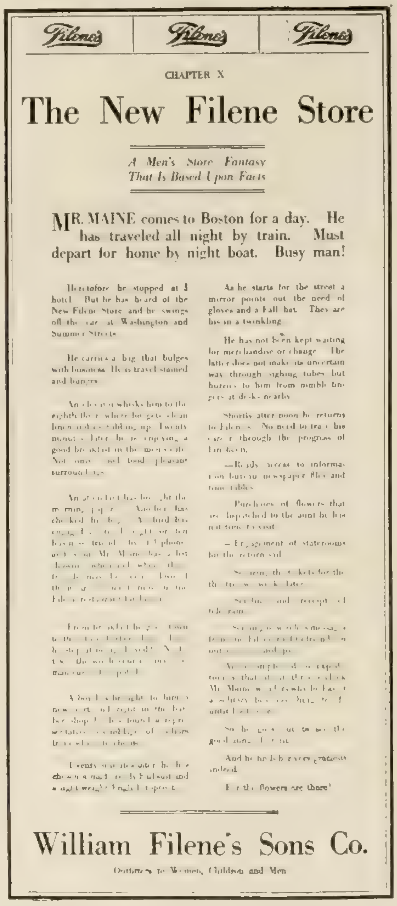
SAMUEL WENER and CO., LIMITED

Mfrs. of Ladies' and Men's Waterproofs

304 NOTRE DAME STREET WEST -:- -:- MONTREAL

TRUE FIT

TRADE MARK REGISTERED



Filene's Filene's Filene's

CHAPTER X

The New Filene Store

A Men's Store Fantasy
That Is Based Upon Facts

MR. MAINE comes to Boston for a day. He has traveled all night by train. Must depart for home by night boat. Busy man!

Heretofore he stopped at a hotel. But he has heard of the New Filene Store and he swings off the car at Washington and Summer Streets.

As he starts for the street a mirror points out the need of gloves and a Fall hat. They are his in a twinkling.

He has not been kept waiting for merchandise or change. The latter does not make its uncertain way through sighing tubes but hurries to him from nimble fingers at desks nearby.

—Ready access to information bureau, newspaper files and time tables.

—Engagement of staterooms for the return sail.

For the flowers are there!

William Filene's Sons Co.

Outfitters to Women, Children and Men

One of a series of editorial advertisements used in connection with opening of new Filene store, Boston, with object of emphasizing completeness of service. This editorial is in the form of an interesting "fantasy" describing the visit of an "up-country" business man who comes to Boston for a day and who by taking advantage of Filene service completes his business and has time to spare before his boat sails.

ferent advertisements. If an advertiser is paying a good rate for his space a protest is in order if the newspaper page is made up in such a way as to discriminate against his salesmanship as represented in his use of the space he has contracted for.

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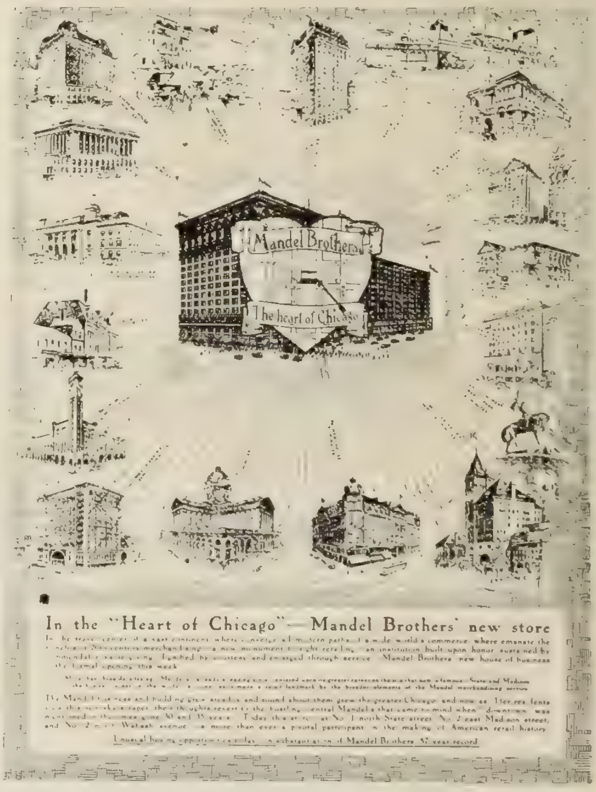
Ideas behind These Advertisements

Three advertisements which formed part of very interesting series planned in connection with two important events are reproduced here. One is an editorial advertisement. This was one of many in similar style used by Wm. Filene's Sons & Co., Boston, during the opening of their new store and the others are advertisements that appeared at the time of the opening of Mandel Bros.'s store, Chicago. In all three the same idea is prominent—that of service. The Filene advertisement takes the form of a "fantasy," describing the capabilities of the service in the new store. A busy man is called to Boston for a day. The Filene store, so the story goes, undertakes to look after every detail of his visit—from the extraction of cinders from his eyes, to the arrangement of meetings with people whom he has come to the city to see. The store in short gives him the service of a first-class hotel, and places him in an agreeable frame of mind for purchasing by facilitating his business and saving him many minutes. The point emphasized is that there is no detail, however small, that cannot be entrusted to this organization, that its staff and equipment are at the service of the customer, that he is thoroughly welcome, and that his interests and those of the store are one.

The two Mandel advertisements are full-page size. One emphasizes the advantages of the store's location, as the "hub" of Chicago, by using an illustration which indicates its accessibility from railroad depots and different points of interest.

There is a suggestion in this not only for men's wear stores, but also for larger departmental concerns. To what extent are they impressing the minds of the people with the advantages of their store as a hub? This thought not only applies in the matter of location, but in the provision made to look after every requirement of the wardrobe or the home. At opening time, for example, an advertisement might be used centralizing the store in this way to indicate its wide buying scope, the countries or important market centres from which it makes selections, and the different lines purchased for the new



In the "Heart of Chicago"— Mandel Brothers' new store

Full page advertisement which was one of several used by Mandel Bros., Chicago, in connection with new store opening. The advertisement sets forth in striking way the central location of the store by stating time required to reach different points of interest.

Clothing unit emphasizing the vogue of brown. Note how smoothly the coat and other garments have been arranged. Trim includes suggestions in gloves and neckwear. By Geo. E. Keast, for Marks & Price, Toronto.

season. A store which by reason of its location, does considerable business with the surrounding country could use the same idea to illustrate the advantages of its position as a "hub."

The Mandel advertisement is, in a sense, a work of art, but the idea is there for adaptation in as large or small a way as the merchant may desire. The suggestion is to give the store a reputation as more of a "hub" than one of many "spokes."

The idea behind the other Mandel advertisement was that of modern methods, and modern styles for modern people. This is the suggestion conveyed by the illustration and it is followed up in the reading matter. The drawing represents the latest form of sport, that of aeroplaning, the figures have the clothes and the air of the latest vogue, while the descriptions and price selections round out the idea.

Advertisement writers will therefore recognize that behind each of these specimens there is a definite idea. This should be the object of every advertisement, whether it is framed for a special occasion or whether it comes in the middle of a dull season. It should contain at least one thought or idea that will take hold. The three advertisements are also interesting because of their general typographical arrangment.

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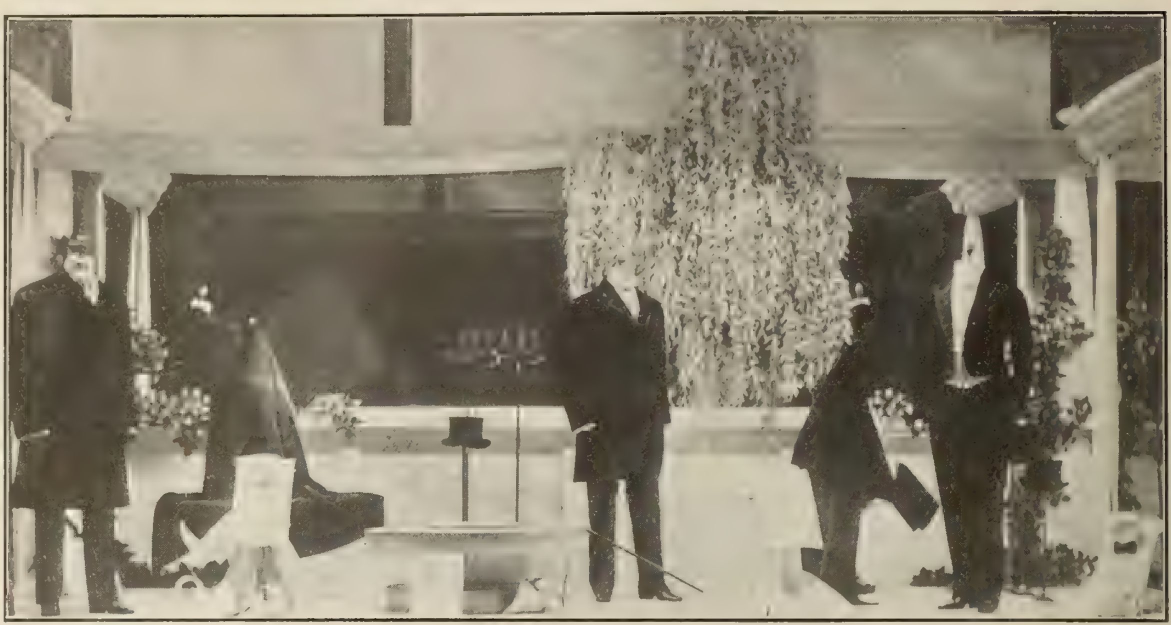
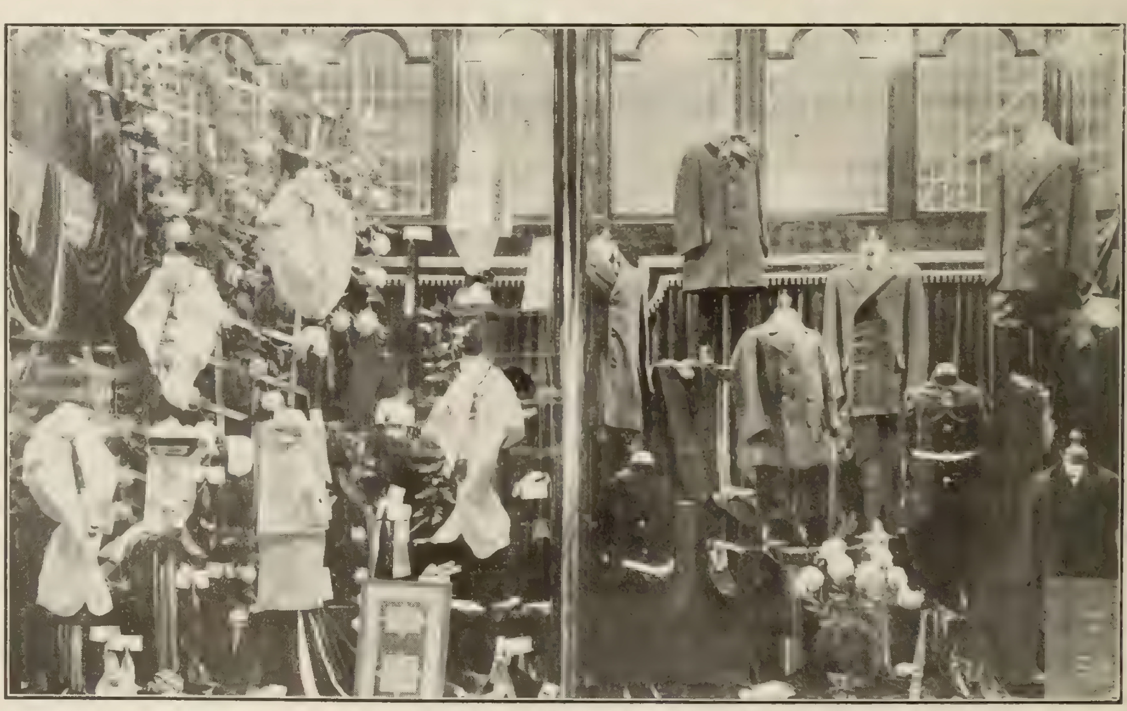
Gimbel Bros., Philadelphia, in celebrating their 70th anniversary, suggest that age and vigor are sometimes synonymous terms by announcing that they are "seventy years young."



Suggestion for display of men's evening wear. Background represented low stone fence over which extended weeping willow tree. A massive stone bowl on floor of window was filled with water and gold fish.

AN EFFECTIVE OPENING TRIM



Two of a series of Autumn displays, by J. A. Mongeon, for Dupuis Freres, Ltd., Montreal. The pictures give but a poor conception of the beauty of the windows, their rich simplicity being lost in the photographs. The floor was covered with green felt. The background is a curtain of dark green plush with a drape at the head of lighter green silk plush trimmed with a gold braid. The lattice work in the corner of these two windows is painted with gold liquid and trimmed with green moss and artificial chrysanthemums. The show card in the men's furnishing window is a gilded board with a white one overlaid. In the centre of the boys clothing window was a brass jardiniere filled with artificial chrysanthemums.

THANK YOU

I WANT

RYAN GLOVES

The kind with the Guarantee in Each Pair. No Other Will Do."

The Sign of the Guaranteed Glove

GUARANTEE

THE ROBERT RYAN CO.
THREE RIVERS QUE

The Sign of the Guaranteed Glove

From actual Photograph of our **Horsehide** Glove.

This glove is made with welted fingers, Wristfit fasteners—cut on perfect fitting patterns — sewed with wax thread, soft and agreeable to touch of the hand.

The above statement is now heard very commonly the moment other than Ryan Gloves are offered the people who know. This condition has been reached only by making Ryan Gloves up to a standard, not down to a price.

Worn by men in all walks of life. They look right and feel right and sell right because we place a guarantee in each pair.

Ask Your Wholesaler

The glove for you to swear by is the same glove that the wearer insists on having again after his first purchase—the Ryan Glove.

The Robert Ryan Co. (Registered)

THREE RIVERS, QUEBEC

French Chapelier Discusses Hat Vogue

Men's "millinery" fashion from the Parisian viewpoint — The opera and the silk, when and with what they should be worn — Correct line of the stiff hat described — Soft hats, caps and straws.

IN the following article from a recent number of L'Homme Elegant, Paris, M. Leon, the great hat man of France, discusses style tendencies in men's headwear and the correct vogue of the different types.

It is sometimes said that the Canadian buyer or merchant sizes up the requirements of his own market by way of London, Paris and New York and that the result is a composite estimate of what is most adaptable to the sartorial requirements of this country. This article by so eminent an authority illustrates the somewhat absolute style importance attached not only to different seasons, but also to occasions and purposes.

"Now, when I use the word 'Fashions' can I find a word that more exactly fits the case? Is it not a fact that the hatter is the men's milliner? If the ladies claim a prescriptive right to the word let us 'ladyfy' ourselves for the time being and in return for our boundless generosity to them, just for once let us borrow a word from their vocabulary.

"It is only fair that we should occasionally pay some slight attention to ourselves, and take counsel one with another as to the best means of rendering our ungainly figures more presentable to the eye, if that be possible. Is not this idea far superior to that of allowing each and every specialist, from time to time, to lay down the law as to what is worn, what is to be worn, and, insofar as I myself personally am concerned, what is the *'really chic'* style in hats.

"It cannot be gainsaid that the average Parisian has an extraordinarily keen sense of the fitness of things in matters of dress, and errors of good taste tending to the ridiculous are few and far between. It is equally indisputable, however, that fashions do change, and that is where we hatters, especially the foremost among us, have an advantage; so that a Parisian, even though he be in the know, need not despise the idea of occasionally availing himself of the advice of those who clothe and hat him.

"The opera hat is such a striking case in point that I am going to allow it the honor of first appearance on the program in this article. It was discarded for so many years that its ultimate triumph, despite the fact that it is now some months since it made its reappearance, still strikes us as a matter for wonderment. So much so that the Parisian 'man about town' who has been away for a couple of years or so not only is sceptical with regard to what he hears but can scarcely believe his own eyes when in the interval at the play or the opera he sees the stalls, dress circle, boxes, gangways and corridors suddenly assume the appearance of a moving sea of black composed entirely of these mechanical crush hats of our forefathers.

"Now as regards the material, that must be of the well-known dead black type thus matching the black evening dress suit and forming together with it a severe and sombre *tout ensemble* which is regarded as the correct thing for the well-groomed man in evening dress. The shape is designedly heavy in appearance, that is to say, the concavity of the sides, though not carried to an extreme, is quite pronounced. The brim is of medium size with sides not too full and the hat comes well down on the head even to the extent of appearing a trifle large.

"Thus it is that, for the theatre, the opera hat and dress suit form the indispensable equipment of every well-dressed man, save only of him whose fidelity to the silk hat is proof against all allurements to change.

"Contrary perhaps to the expectations of some of my readers I am now going to touch on the latter venerable species of headgear and I shall not even make an apology for doing so. Ah! how for years the poor 'topper' has been the butt of every ill-disposed (to the hat) journalist and writer. There is no doubt, however, that the silk hat still holds its own; we might almost say it is going stronger than ever, apart from the patronage it receives from those who use it even with evening dress. There are certain occasions, in spring for instance at all the big sporting events and race meetings, when the 'shiny plug' forms an indispensable part of man's attire. Again, for the man with any pretensions to dress it is the only possible hat for afternoon and evening wear. Now what is there to be said against it? One thing only, and it is this. It must be perfection, of the most elegant shape and irreproachable as regards the perfect brilliancy of the silk. With the silk hat mediocrity is impossible. Moreover, it must be in the fashion, even though the fashion change twice a year. Granted these conditions, it dresses a man as no other hat possibly can. Of this and of this alone can it be said 'the hat is the man.'

"Here again the latest style is somewhat heavy in appearance, the sides strongly curved with a suspicion of the old blunderbuss shape, well hollowed out but not to an extreme and decidedly large at the top. The brim is medium shaped, narrow at the sides, and fairly high, broadening out in front, with an underlining of satin. This latter is scarcely noticeable and enables you to salute your acquaintances as frequently as you wish without any risk of soiling the brim. This innovation is a happy idea

Regal

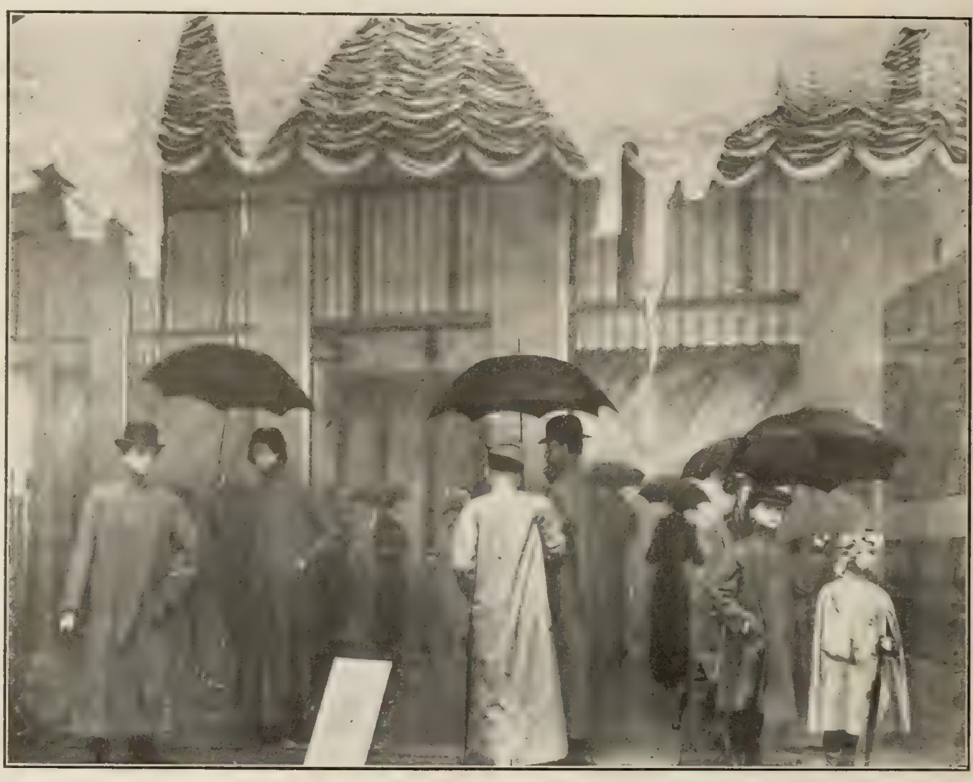
Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - - ONTARIO



By roofing the window with perforated galvanized iron or tin and running a flow of water over it, this window for Selfridge, London, England, was given a very realistic showery appearance. It was designed especially for display of wet weather wear. The windows of this store are noted for the unique ideas which they employ and which never fail to attract attention—and business.

of my own which I have found much appreciated and which, having regard to the success it has attained, I intend pushing to the utmost extent in my power.

"For morning and afternoon wear the Christie is the correct accompaniment of the lounge suit. For early spring it is black and subdued. A few weeks later the warm rays of the sun admit of a little more color, but with the approach of summer light grey will be the fashionable shade. A black band will somewhat tone down its light appearance without destroying its harmony with the bright sunshine. This hat may be worn no matter what the color of the suit, but be it black, beige or grey, the shape will be heavy and very full. For the time being the square-top felt has been relegated to obscurity. Everything is to be of a somewhat exaggerated balloon shape, rather larger at the top than at the bottom, which requires a hat set well down on the head and worn slightly tilted to the back. The brim is small at the sides, rolled up and slightly raised, larger at the back and front and not in the least arched.

"As a matter of fact this large and heavy style of hat holds sway at present in all headgear. Is it not the ladies who have set us the example in this respect?

"In the country, at the seaside, and even for travelling the *soft* hat is still worn with the crown crushed down; either in plain felt, rough felt or imitation fur, that velvety felt in various colors with the pretty shot effects. The small brim is still carelessly turned down either at the front or at the side. The hat admits of this being done without giving it a too neglige appearance.

"There is one exception to be noted in favor of the Trilby, and that is the soft green shooting hat with the cleft which still retains its popularity. The color explains its persistent continuation in favor as a sporting hat for no other harmonizes so well with the verdure of the trees and the countryside. It is, however, meeting with a serious rival in the small cloth hat made from the same cloth as the suit, exactly matching the latter. A small hat without shape and of no pretensions, rather a covering for the head than a hat, with a narrow brim leaving the sight unobstructed.

"Discarded by sportsmen the peaked cap is now only used for yachting and motoring. For yachting it is made of blue cloth, marine blue of course, the crown not too large, the peak of the same cloth rather small to leave the range of sight free, and edged with binding which matches the band of the cap. For motoring or travelling the cap will be of the same

The Kind of Socks You can Sell with a Clear Conscience

The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

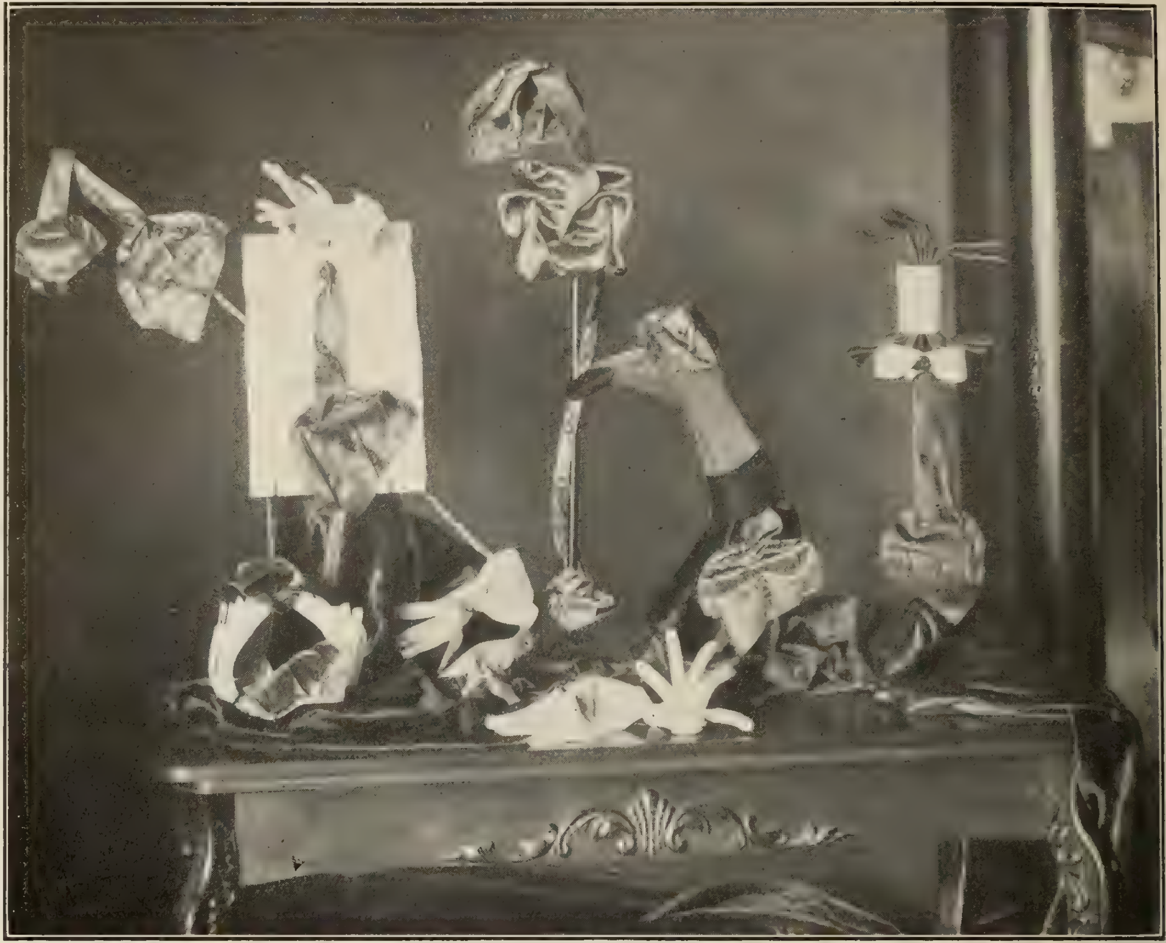
N.B.—**In Stock for Immediate Delivery,** Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH GRADE
PENMAN'S
HOSIERY

Full-Fashioned Seamless **Hosiery**



A smart interior or window unit of furnishings by George E. Keast for Marks & Price, Toronto. Hosiery, neckwear, and handkerchief in centre were of grey to match. Another color suggestion was introduced with the shirt on the left. Fixtures used were stands and shirt easel. Drapery of brown velour used as a base. This unit was arranged on a table in the store.

material as the suit, or of fancy English cloth. It will be made preferably of clearly marked check pattern, black and white, or beige and white, with a little red, or of striped material producing rather light shades of grey or chestnut effect. There is a tendency to reduce the size of the crown whether the latter be made in one piece or with sides.

"In conclusion I may add that next summer the straw hat will be made of English straw of either very large or very small pattern. No half measures; it must be either very coarse or very fine. I am inclined to think, however, that it will be good form to wear in the day time a colored straw, a style which we are going to launch and which Nice and Monte Carlo are about to adopt. For the present we shall confine ourselves to grey shades with hat band to match. The shape will be of medium height with a return to the brim of normal width which will render the straw a hat more correct in style, less countryfied than of late years. It can then be worn even with the smoking jacket in which case it will be of natural shades. If preferred, however, for summer evening wear the soft black hat may be indulged in with the edges bound in silk."

◆

Improvement in Umbrellas

While attention is being called to the bicentenary of the birth of Jonas Hanway, who gained distinction by being the first person to carry an umbrella in the streets of London, observes the London Daily Telegraph, something may be said of the changes that have taken place in the umbrella itself. Throughout its history the umbrella has undergone really only one great evolutionary change. There have been many minor improvements, but what secured the umbrella its popularity was the introduction of the steel frame over sixty years ago. Up to that time the ribs had been made of whalebone or

Continued on page 92.

Pre-eminently

The Leading House in the Wholesale Men's Hat Trade in Canada

Having enlarged our premises lately, we are now in a position to answer your requirements still better than ever before, being able to carry the largest and most complete sorting lines in the trade.

The WALDRON-DROUIN CO., LIMITED

160-162-164 McGill Street
MONTREAL

91 Albert Street
WINNIPEG

SHIRTS, COLLARS AND CUFFS

Extent to which better class lines are being taken depends largely on workmanship — Marked improvement in this particular — Locality demand, buyers' initiative, and effective display are the all-important factors

SPRING shirt placing is almost completed although plenty of business could still be done. Factories are unable to handle any further orders at present or promise delivery on some lines. Christmas and January 15th to March 1st shipments are expected to go through in fairly good time. Help problems do not warrant a guarantee of any extra quantities and manufacturers are not willing to accept any chances of later deliveries for fear of disappointing customers.

Last summer, soft collars were mostly taken on all soft French cuff negliges. Buyers now are only taking $9 and $10.50 lines and all better shirts are selling with separate collars. Trend of style in colors, designs and novelty effects in fabrics is more pronounced. Line stripes and plain mercerized materials with cord weaves are the prevailing demand which seems to have been given closest attention.

Black and white and blue and white, in single and double stripes, line effects mostly, in prints and percales at $9 and finer percales and zephyrs at $10.50 to $15, madrasses, reps and fancies up to $21 are favored and staple insofar as the class of trade catered to allows. White neglige shirts for midsummer trade are indicated from the importance attached to these cloths in the ranges. Showings of tan and burnt shades are a hint of the demand these effects are to have on later business in negligees. This is following the trend of the predicted selling season on silk shirts.

For the Canadian market, the problem would seem to be one of workmanship. Properly made habutai and pongee shirts are sold in limited quantities but the experience so far is that this business is left to the special order department. The field is doubtless growing and this section can be merchandized with good results. But the trade does not want average workmanship on these garments. Quality as an important feature is lost in a shirt which is pulled at the seams and does not have the correct spring or snappishness.

Merchants, appreciating these features, understand the difference in selling results in comparison and in the past have been careful to get just the desired details. A strong argument in favor of next season's success is that ranges embody these features. Much of the increase in sales of silk shirts is due to better values and proper workmanship.

In neglige cloths, white, tan, soft blues and grays in plain and two-tone combinations or self stripes are well thought of. Some stripes in black, blue and tan are taking in better numbers following the trend as noted.

Competition is having a good effect in elevating the standard of the trade. The whole question is based on the class of trade catered to and chances for development, as buyers see their opportunity. Locality demand more often restricts the class of goods handled than does the want of initiative on the part of buyers.

Broadly speaking, ranges as they compare are similar in main features. By interesting buyers in better shirts, higher prices and specialization the whole trade is benefiting. It has taken years to develop the present merchandizing ideas. Merchants have been given strong value support for their showings in the past. The trade is advancing all round with each season and manufacturers are taking advantage in showing merchants their opportunity for profits.

Display is another feature to interest merchants to make a success of higher-priced shirts. Units are arranged in suggestive color combinations as a help in making window, case or ledge trims. Each of these groupings depend on color mostly for their effects. Results in spring orders show that buyers are fully alive to this year's conditions.

◆

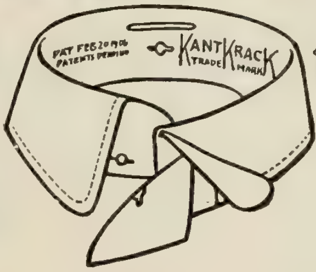
Solved his Window Problem.

(Continued from Page 69.)

tage? Mr. Hardy overcomes this handicap by using panels on which he poses a finished garment—always on a color which throws the garment out to advantage. The drawing illustrates the idea. This panel is placed on an easel against the side wall of the window while swatches may be shown in front. The central window is used in the same way.

Mr. Hardy has been in business in Toronto since the first of the year. He has adopted the cash basis, and states that while he has lost a few orders as a result, he figures that he would probably have lost more by granting credits, especially in a large city such as Toronto.

KANT KRACK COATED LINEN Collars



Pat. Feb. 20. 1906
" May 5. 1903
" Oct 27. 1908
" Oct. 27 1908

A Reputation, Broad as the Country

That is what (**KANT KRACK**) coated linen collars enjoy—a reputation for appearance, ease of cleaning, and long wear that is equalled by none.

They wear well because of the long slit back and the flexible lip which prevents breakage, and they look well because our styles are kept up-to-date.

One grade only, and that the best.

Made in Canada

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO

The Boy-Proof Pants

THE JACKSON

"The Jackson Bloomer"

and what is there that requires to be more boy-proof than boys pants.

Your customers have boys and when you sell them

LION BRAND BLOOMERS

you are making your judgement strong with the parents. If anything is boy-proof these bloomers are. Send sample order and you will be delighted with them. They are neat as well as durable.

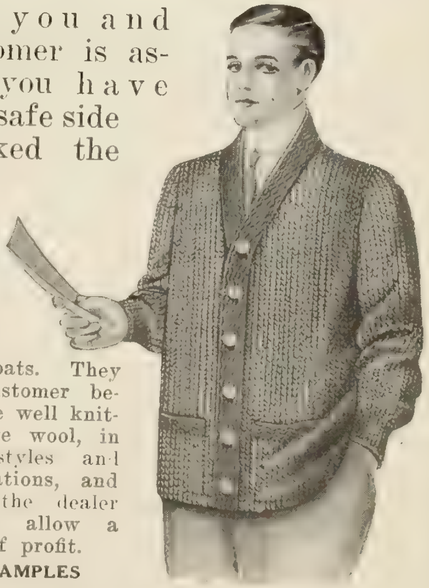
THE JACKSON MFG. CO., CLINTON

FACTORIES:
CLINTON, GODERICH and EXETER

Sweater Coat Satisfaction

For both you and your customer is assured if you have taken the safe side and stocked the reliable

Dominion Brand



sweater coats. They please the customer because they are well knitted from pure wool, in the latest styles and color combinations, and they please the dealer because they allow a fair margin of profit.

SEND FOR SAMPLES

A. Burritt & Company
DOMINION MILLS
MITCHELL - ONTARIO

A Simplified System of Stock-keeping

Method used in London which has proved satisfactory—Enables merchant to get at actual stock figure each week — End-of-season sales twice a year is the plan generally adopted.

C. W. BURGESS, formerly manager of Gardiner & Co., London, Eng., discussing stock-keeping methods for men's clothing, describes a simplified system that has proved very satisfactory. He states:

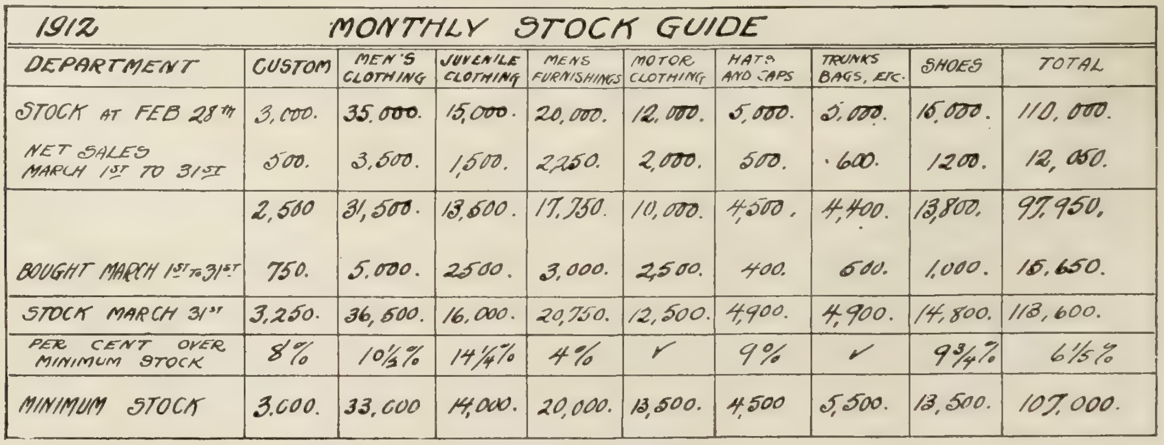
The buying is done in the usual way, and swatches of selected goods are pasted in a buying book, with ruled columns, and a margin on the left side of the swatch, right down the page. In the margin you find a full description of the features of the garment to be made up, and in the columns the quantities of each size required, and when buying for more than one store the quantities for each store are tabled separately. Over the swatch is a space for the manufacturer's name and date of delivery; under the swatch is another space for lot number, cost and selling price.

The triplicate order book is then used to send order to the maker, and no maker is allowed to send any goods ordered by a buyer or under buyer without an official order. One tissue is sent to the manufacturer, one to the department, and one to the office. The buyer has his record in his buying book. The department tissue is pasted in a book in alphabetical order, several pages being allowed for each maker. Each department tissue has the selling price marked in red ink, and the cost also plainly shown, and, when buying juvenile clothing, the rise and fall in prices according to size.

◆

When the goods are delivered to the receiving room, they are counted, and entered in what we call a stock book, and then sent to their respective departments. The retail price is marked in plain figures, and the cost always in private on the garment ticket, there being no objections to the salesman knowing what a garment costs, as in this country. The prices are marked from the tissue of the actual order, and when a line or lines are completed, the tissue is cancelled and filed away. The maker's invoice does not go to the department, but is kept by the manager of the store, and his first duty, after the correspondence has received attention every morning, is to visit each department and obtain the selling price from the head of the department. This is obtained from his stock book, as he (the head of the department) enters each delivery in detail from his tissues. In this way the manager is able to come into direct touch with all merchandise entering the store, and by marking the selling price on the invoice he is able to keep a careful watch on the percentage of profit and on the quantities of each line. The invoices are then sent to the office, and the cost and selling prices are extended by a clerk, who also enters them in the book kept for this purpose. In this way we are able to get out estimated profit in each department, week by week. The table (Fig. 1) will give you some idea how we watch our buying so that it does not get out of proportion to the selling. We allow a minimum stock figure as a guide, and this is estimated on the previous season's turnover. The buying should not exceed 50 per cent. of the minimum stock figure, even when the delivery of goods is heaviest, except on very rare occasions. By the end of the season the stock figures should be down to the minimum amount, very near it, or sometimes under. I have compiled a monthly guide (Fig. 1), just for an example, and taken the month following stocktaking, when the delivery is not so heavy as in April, May and June, etc. Stock is again taken on August 31.

The table (Fig. 2) shows the turnover on which the minimum stock is based, estimated on 33 1-3 per cent. profit on sales, but this would not be possible in all departments, whereas some would show a higher percentage, making in all 33 1-3 per cent. on the total sales.



1912 MONTHLY STOCK GUIDE

DEPARTMENT	CUSTOM	MEN'S CLOTHING	JUVENILE CLOTHING	MENS FURNISHINGS	MOTOR CLOTHING	HATS AND CAPS	TRUNKS BAGS, ETC.	SHOES	TOTAL
STOCK AT FEB 28TH	3,000.	35.000.	15,000.	20,000.	12,000.	5,000.	5,000.	16,000.	110,000.
NET SALES MARCH 1ST TO 31ST	500.	3,500.	1,500.	2250.	2,000.	500.	·600.	1200.	12,050.
	2,500	31,500.	13,600.	17,750.	10,000.	4,500,	4,400.	13,800.	97,950.
BOUGHT MARCH 1ST TO 31ST	750.	5.000.	2500.	3,000.	2,500.	400.	600.	1,000.	15,650.
STOCK MARCH 31ST	3,250.	36,500.	16,000.	20,750.	12,500.	4,900.	4,900.	14,800.	118,600.
PER CENT OVER MINIMUM STOCK	8%	10½%	14¼%	4%	✓	9%	✓	9¾%	6⅕%
MINIMUM STOCK	3.000.	33,000	14,000.	20,000.	13,500.	4,500	5,500.	13,500.	107,000.

Fig. No. 1 — See article.

RADIUM

---the hosiery for men

Perfect Fitting **Long Wearing**

Strength lies in the reinforcing of the parts most exposed to attack or in the case of hosiery, the points that come in contact with the toe and heel of the shoe.

Soles are double. Heels and toes quadruple. Heels all high spliced.

These points in "Radium" are strongly reinforced so as to resist the continual wear. "Radium" hosiery fits perfectly and feels right.

That's why your trade will like "Radium."

PERRIN FRERES & CIE., - MONTREAL

The Points of Strength in RADIUM HOSIERY

BEAVER BRAND

Style No. 4675

Not All Style
Not All Quality

BUT BOTH

"Beaver" Brand Knit-coats for men appeal to the men because they combine both style and quality. This ensures them keeping their appearance indefinitely which to a man is a big consideration.

We make all kinds of knit coats for men, women and children; toques, sashes, mufflers, hosiery and gloves.

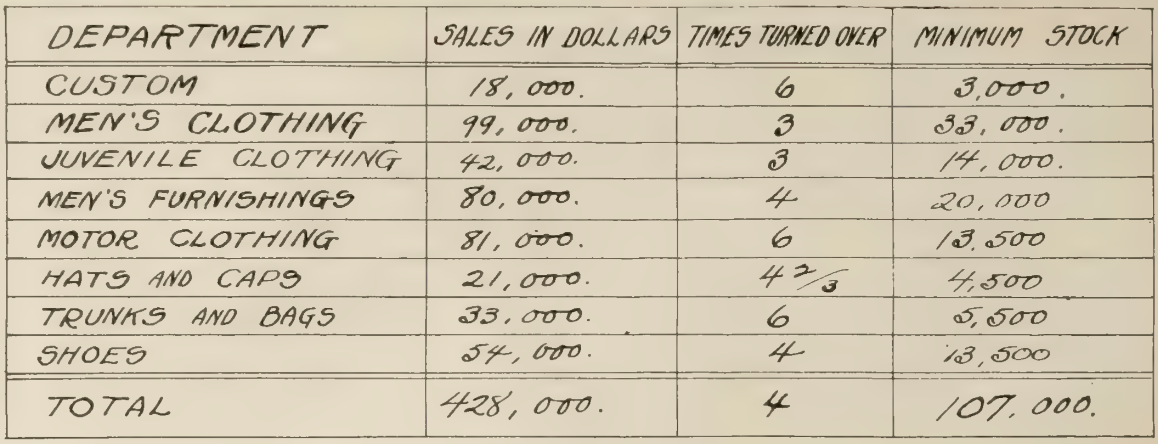
See our men's half hose.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.



DEPARTMENT	SALES IN DOLLARS	TIMES TURNED OVER	MINIMUM STOCK
CUSTOM	18,000.	6	3,000.
MEN'S CLOTHING	99,000.	3	33,000.
JUVENILE CLOTHING	42,000.	3	14,000.
MEN'S FURNISHINGS	80,000.	4	20,000
MOTOR CLOTHING	81,000.	6	13,500
HATS AND CAPS	21,000.	4 2/3	4,500
TRUNKS AND BAGS	33,000.	6	5,500
SHOES	54,000.	4	13,500
TOTAL	428,000.	4	107,000.

Fig. No. 2 — See article.

It is quite the usual thing to be able to turn over stock four times at selling and, of course, in some departments, where you can fill in quickly from makers, at more than that. It may not be possible in this country to get this turnover, but it is a wise policy to keep a very careful watch on buying and have some fixed minimum to work to. In London stores, each department has a profit and loss book, and all reductions are registered in this by the head of the department, passed by the manager before sending same to the office each week or month.

By this system we are able to get at the actual stock figure each week. We take stock at cost and selling, and so get the percentage of profit actually showing on goods in stock. We have already the profit as shown on the invoices, and in this way we get what should be our estimated stock figure, and in comparing the estimated with the actual, I have known the whole of the departments, with a turnover about the same as the above table, to come out within $100. There are so many systems, but, of all, I think this is the most simple.

It may not seem practical for the American system of trading, as you are continually cutting your prices at certain times during a season, and you would not be able to know just how much a customer paid for an article without some other records denoting the lot number on each sale. We only have end-of-season sales twice in the year, and I think, after all, it is the best method. What is more galling to a regular customer than paying $30 for a suit on Saturday and then having his friend buy the same suit at $22.50 on Monday, in mid-season. Our system of describing how long a garment has been in stock is very old. We use the A B C method, or a private code, in which you do not have a repetition of any letter.

* * *

Improvement in Umbrellas.

(Continued from page 86)

cane. The result, naturally, was a clumsy and unsightly article, which it required some hardihood to bring into daily use. With the invention of the steel frame the whole trade was revolutionized, and the umbrella that was formerly counted amongst the luxuries of the rich became the privilege of the many. Another improvement that did much to popularize the umbrella was the adoption of taffeta as a covering. This cloth, a mixture of silk and wool, makes a neat cover, even more lasting than silk and very much cheaper. Previously the choice was between silk and alpaca, the one expensive and the other clumsy. Cotton was occasionally used to cover the old gingham, but it also suffered from the objection of unsightliness.

To-day the whole aim of umbrella manufacturers is to turn out a slim, light article that can be easily carried. To do this they have adopted the device of using a metal tube. This gives both strength and lightness, and the trough-shaped ribs almost universally employed nowadays do not add much to the weight. By this means, and by using a fine cloth, the neat umbrella of to-day can be passed through a hole the size of a shilling. For some time it appeared as if the metal tube would not survive against the wooden stick, which can also be had of very slim proportions if ironwood is used. The reason possibly was that the metal tube was apt to get bent, and the umbrella was rendered useless. This has been remedied by using tempered steel, and the vogue for the metal tube is returning. It is a curious fact, but manufacturers state that while a big trade is done in the city and East of London, the numbers sold in the high-class West End shops are comparatively small, when compared with the business done in the umbrellas with wooden sticks. Of recent years the biggest change has been in the size of the ladies' umbrellas. The ribs used to be about 21 inches in length. Now they are usually from 23 inches to 24 inches in length, and the suggestion is that when ladies' hats increased in size the umbrella had to follow suit. American ladies, however, usually carry umbrellas of the size ordinarily used by men, with the ribs 25 inches in length.

It is when one comes to consider the handle of the umbrella that the greatest variety is found. As might be expected, it is the ladies who demand brightness

Easily Cleaned

is one of the strong selling points of

CHALLENGE COLLARS

but two points just as strong are: the extra long wear they give and the fact that styles are kept " up to the minute."

Our Rubber Brand at $1.80 dozen and our Pyralia Brand at $1.50 dozen are quarter as heavy again as higher priced lines of other makes Send for sample of our $1.25 Outdoor Brand.

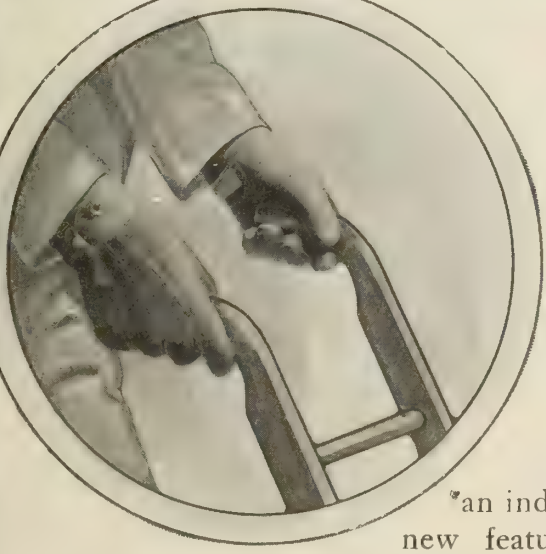
SAMPLES ON REQUEST

The Arlington Company

of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



New Features

The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

THAT a men's and boys' clothing department can be installed in city of 12,000 for $4,500 is the opinion of a buyer to whom was referred the question recently asked of this department and on which two buyers have already given their views. Last month a buyer submitted an estimate of about $8,000, but this was based on the requirements for an exclusive men's wear store.

In the present case the third buyer points out that for such a store he would give a much larger stock. His understanding was that enquiry referred to a department that was being added to another business.

"As an auxiliary to the above estimate," he states, "a special-order clothing department can be made a paying feature, requiring but little space to handle, as the samples or swatches are now put up in compact form by the leading firms. A customer who cannot be suited from stock, will in the majority of cases give an order for a made-to-measure suit. It also adds tone to the stock. Special order goods being mostly in the higher-priced lines selling from $20 to $35. With the very complete order forms now provided a salesman can in a short time familiarize himself with the necessary particulars for taking measures correctly, and an occasional misfit is not a serious matter provided the customer is not in a rush, as a suit can be put into regular stock and marked at full price. A little care and experience on the part of salesmen in measuring and also in fitting on the new garments will avoid many of the above.

Stock sheets of fur and fur-lined coats have not been given, as this stock to handle successfully, requires considerable space and a well assorted stock. As a rule, a small stock will not be found satisfactory. The purchase of a fur or fur-lined garment means the outlay on the part of the customer of from fifty to one hundred dollars and upwards. A great deal of valuable time is often taken up in comparing with the values offered in the different stores, usually to the disadvantage of the small dealer. However, a safe start could be made by selling from sample garments from one of the first-class wholesale fur houses.

MEN'S BLACK SUITS.

Quantity.	Sizes.	Prices.
8	34 to 44	$ 7.50—$ 60.00
8	34 to 44	9.00— 72.00
6	34 to 44	12.00— 72.00

MEN'S SERGE SUITS.

Quantity.		Sizes.	Prices.
12		34 to 44	$ 7.50—$ 90.00
12		34 to 44	10.00— 120.00
10		34 to 44	12.00— 120.00
10		34 to 44	13.50— 135.00
6		34 to 44	15.00— 90.00
10	worsted	34 to 44	6.50— 65.00
12	tweed	34 to 44	7.50— 90.00
12	t'd & w'st'd	34 to 44	8.50— 102.00
15	" "	34 to 44	10.00— 150.00
12	" "	34 to 44	13.50— 159.00
10	" "	34 to 44	15.00— 150.00

MEN'S OVERCOATS.

Quantity.	Sizes.	Prices.
10	34 to 46	$12.00—$120.00
10	34 to 44	13.50— 135.00
8	34 to 44	15.00— 120.00
4	34 to 44	16.50— 66.00
8	34 to 44	6.00— 48.00
10	34 to 44	7.50— 75.00
12	34 to 46	8.50— 102.00
12	34 to 44	12.00— 144.00
15	34 to 46	10.00— 150.00

YOUTHS' OVERCOATS—$12.11.

Quantity.	Sizes.	Prices.
6	28 to 34	$ 4.50—$ 27.00
8	28 to 34	5.50— 44.00
6	29 to 33	6.50— 39.00
10	31 to 34	7.50— 75.00
4	31 to 34	9.00— 36.00
3	32 to 34	10.00— 30.00

BOYS' OVERCOATS—$54.00.

Quantity.	Sizes.	Prices.
4	24 to 28	$ 3.50—$ 14.00
4	25 to 28	4.50— 18.00
12	26 to 28	5.50— 22.00

MEN'S FALL OVERCOATS—$318.

Quantity.	Sizes.	Prices.
7	34 to 44	$ 5.50—$ 38.50
8	34 to 44	7.50— 60.00
10	34 to 44	8.50— 85.00
6	34 to 44	12.00— 72.00
3	34 to 44	13.50— 40.50

MEN'S ODD TROUSERS—$165.75.

1¼ doz.	per dozen	$15.00—$ 18.75
1½ doz.	per dozen	18.00— 27.00
1½ doz.	per dozen	24.00— 36.00
1 doz.	per dozen	30.00— 30.00
1½ doz.	per dozen	36.00— 54.00

MEN'S FANCY VESTS—$38.25.

¾ doz	$ 9.00—$ 6.75
1 doz.	10.50— 10.50
1 doz.	12.00— 12.00
½ doz.	18.00— 9.00

MEN'S OVERALLS—$216.50.

2½ doz.	without bib	$ 6.50—$ 16.25
6 doz.	without bib	9.00— 54.00
2½ doz.	without bib	10.50— 26.25
4 doz.	with bib	4.50— 18.00
5½ doz.	with bib	9.00— 49.50
5 doz.	with bib	10.50— 52.50

S·D·Collars

Always Clean—No Laundry Bills

"S.D." collars are the most up-to-date waterproof linen collars on the market. All the advantages of the linen collar and none of the disadvantages of the old-time rubber collar. They are made to give satisfaction. A trial order to-day will convince you of this fact. Made in three grades:

Linolo (Interlined)	**at $2.00**	**List**
Lima	**" 1.50**	**"**
Peerless	**" 1.25**	**"**

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited

1475-77 QUEEN STREET WEST, TORONTO

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

NOW IS THE TIME

for you, Mr. Merchant, to sell your Fall and Winter Underwear.

Your customers that bought CEETEE UNDERWEAR from you last year will come in and buy this year again without any effort on your part.

Then, many new customers will be brought to your store by our strong advertising. They will come in for you to show them CEETEE UNDERWEAR.

It is up to you to make the sale. If you endorse our statements made in the advertising, which you know to be absolutely true, the sale will be made every time, and you will have conferred a favor and good service on your customer.

Our large advertising campaign, costing thousands of dollars, is now in full swing. We have made the best goods and have told, and are telling, the public about them. It is all we can do. It is up to you to increase your business by confirming our statements.

MADE IN ALL SIZES AND WEIGHTS FOR MEN, WOMEN AND CHILDREN.

The C. Turnbull Co. of Galt, Limited

MANUFACTURERS

GALT, - - ONTARIO

Also manufacturers of Turnbull's high-class ribbed underwear for ladies and children, Turnbull's "M" Bands for Infants, and CEETEE Shaker Knit Sweater Coats. 566

MEN'S CRAVENETTE RAINCOATS—$170.50.

Quantity.	Sizes.	Prices.
5	34 to 44	$ 5.00—$ 25.00
7	34 to 44	6.50— 45.50
4	34 to 44	8.50— 34.00
3	34 to 44	10.00— 30.00
3	34 to 44	12.00— 36.00

MEN'S RUBBERIZED RAINCOATS—$187.50.

4	36 to 44	$ 5.00—$ 20.00
6	36 to 46	6.50— 39.00
6	36 to 48	8.50— 51.00
4	36 to 46	10.00— 40.00
3	36 to 44	12.00— 37.50

MEN'S SMOCKS—$104.25.

3 doz.	Men's Smocks	$ 4.50—$ 13.50
3 doz.	" "	6.50— 19.50
5 doz.	" "	9.00— 45.00
2½ doz.	" "	10.50— 26.25

BOYS' THREE-PIECE SUITS—$138.

Quantity.	Sizes.	Prices.
6	28 to 34	$ 3.00—$ 18.00
6	28 to 34	4.00— 24.00
6	29 to 34	5.00— 30.00
6	28 to 34	6.50— 39.00
6	29 to 34	4.50— 27.00

BOYS' TWO-PIECE SUITS—$213.50.

Quantity.	Sizes.	Prices.
6	22 to 28	$ 1.50—$ 9.00
6	22 to 28	2.50— 15.00
6	24 to 28	3.00— 18.00
6	24 to 28	3.50— 21.00
8	28 to 33	3.50— 25.00
8	28 to 34	4.50— 36.00
8	28 to 33	5.50— 44.00
7	28 to 34	6.50— 45.50
1 doz.	Boys' Odd Knickers	$ 4.50—$ 4.50
2½ doz.	" " "	6.50— 16.25
2 doz.	" " "	9.00— 18.00
1½ doz.	" " "	10.50— 15.75
1 doz.	" " "	12.00— 12.00
3 doz.	Boys' Overalls	$ 2.25—$ 6.75
2½ doz.	" "	4.50— 11.25

Child's Fancy Overcoats.
BOYS' CLOTHING.
CHILD'S FANCY OVERCOATS.

Quantity.	Sizes.	Prices.
6	22 to 28	$ 1.50—$ 9.00
6	22 to 28	2.00— 12.00
5	22 to 28	2.50— 12.50
4	22 to 28	3.50— 14.00
3	22 to 28	4.50— 13.50
3	22 to 28	5.50— 16.50
10	" " 34 to 44	15 00— 150.00

* * *

Who is Responsible

The Review's Information Bureau has received a letter from a merchant asking for an opinion as to a newspaper's responsibility when a wrong price, not according to copy, is quoted in an advertisement. Thus a line of shirts which the merchant intended to advertise at $1.50, is actually offered at 50 cents in the paper owing to some bungle in proof-reading or correcting.

Much depends upon the system of proof-reading. The price may be right in the copy, but many merchants and advertising men recognize that their personal responsibility does not end there. The advertisement may be set up by a careless compositor, and mistakes are bound to occur which the publisher of the paper absolutely refuses to account for. The merchant or advertising writer must insist upon seeing proofs, and even corrected proofs or revises, before the advertisement is published. If the advertisement leaves his hands in perfect condition with prices and every other detail correct, then he is justified in supposing that responsibility shifts to the newspaper office. It is the advertising writer's place to see that everything is done so far as his department is concerned to prevent mistakes.

The corrected proof returns to the newspaper office with every error plainly marked. It goes to the composing room and is corrected. A price line, however, may not be properly spaced or justified and in conveying the forms to the press a letter or figure drops out and is not noticed. This, of course, is due to carelessness in make-up but is sometimes looked upon as being purely accidental and as something for which the publisher cannot be held accountable. Such a thing happens very rarely. Where there has been gross carelessness in correcting a proof, it only appears reasonable that the publisher should at least share the responsibility of that carelessness.

Some merchants, when a price is misquoted, prefer to let the item run rather than leave their advertising open to the charge that it is not reliable. This policy is liable to prove rather expensive, although it is converting some previous fault into a good advertising feature. In other cases, as soon as the mistake is discovered a neat card of explanation is placed on the counter where the goods are being sold. It is good policy to run the same item at the corrected price in the newspaper the day following.

EARL & WILSON
The most popular day dress Collar made in America

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson - New York

EARL & WILSON
Same style and slightly higher than our famous Graywood.

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers

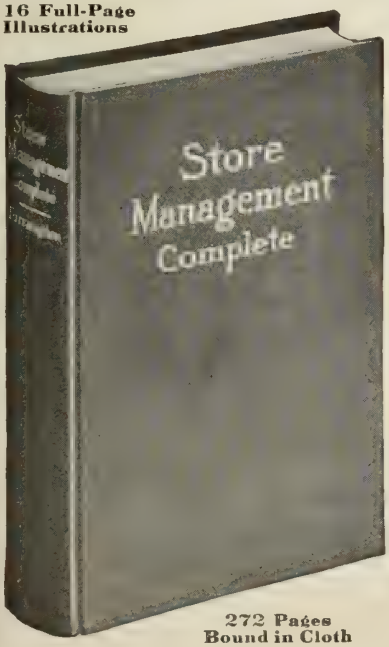
We are ready for
CHRISTMAS TRADE
with
Dressing Gowns, House Coats
Scotch Wool Vests
With or Without Sleeves
Special lines of Sets
"Tie and Socks to Match"
in Plain Colors or Accordion Silks
And Other Specialties
Knitted Silk Motor Scarves
Etc., Etc.

SAMPLES AND PRICES UPON REQUEST

WREYFORD & CO.
85 KING ST. WEST, TORONTO

Store Management—Complete

16 Full-Page Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The merchant is placing his order for a full range of Spring shirts from the Star Brand line, and will find himself in a position to command the shirt-trade of his town. Not only do Star Brand meet the requirements of the most particular dressers but they unconsciously appeal to the masses. They are in every particular high class shirts and are of value you can't well overlook. Let us show you through our entire range and you will find "Star Brand" shirts the nearest to your ideal in style and value.

See our Christmas line of shirts and neckwear. we give immediate delivery on these lines. Prompt service is always our aim.

Star
BRAND
SHIRTS
Are Made for Particular People

Van Allen Co., Limited

Hamilton -:- Ontario

Prepare for Suggestive Novelty Season

Many novelties that the men's wear store can feature to advantage — Latest ideas in leather goods and accessories for the Christmas trade — Profit in the business if properly handled.

THE opportunities in novelty lines for Christmas retailing are only limited by the number of sections developed and the appealing features of each section. Range of selling is often curtailed by handling lines in other departments to the detriment of the men's wear department.

Sizing up stocks, these lines generally include neckwear at 25c, 50c, 75c, $1.00 and up, handkerchiefs initialled, monogrammed or plain H. S., in ¼, ½ or dozen boxes at 50c to $4 each, gloves and hosiery, all kinds, shirts and pyjamas at special prices. Sweater coats at $2.50 to $10 are sellers at this time. Hats and caps, canes and umbrellas, tight roll and adjustable, are acceptable gifts. Lounging robes, house coats, bath robes, novelties in jewelry, collar and cuff sets, suspender sets, and many other lines are seasonable suggestions which show good sales results. Adherence to regular lines may appeal to careful buyers, who hold that usual business at this time is as much as can be satisfactorily handled.

SUGGESTIVE RETAILING.

Christmas is a season of suggestive retailing. In men's wear lines, as in no other department, possibilities for larger sales are always evident because men appreciate quality. It is this same demand which makes gift selection so hard for average buyers. To keep away from personal apparel and include something which most men have not got already or would prefer to choose themselves is a good idea.

FEATURE GIFT NOVELTY.

Many sections in the store go outside of their understood province in stocking gift novelties for introductory selling at Christmas. Extra space is given handkerchiefs, gloves, ties and holiday lines and less important departments are allotted minor location, consistent with business to be divided. For instance, leather goods are shown in the travelling supplies section, kodak department and with dress accessories.

LEATHER GOODS.

The development, in men's wear sections, of leather novelties is not so advanced as in women's lines. Whether this can be attributed to the competition of druggists, bookstores and fancy goods shops is hard to determine. Many merchants claim that the novelty leather goods business is cut up and that too many stores carry an assortment. This may be true to an extent. Each retailer has a specialty assortment for the trade catered to.

The field of this business for furnishers is growing in proportion to the increased numbers of lines which are suitable for their trade, and almost every men's furnisher has had the problem of suggesting something better. In preparing samples this year, manufacturers have added lines to meet this contingency.

GOOD MARGIN OF PROFIT.

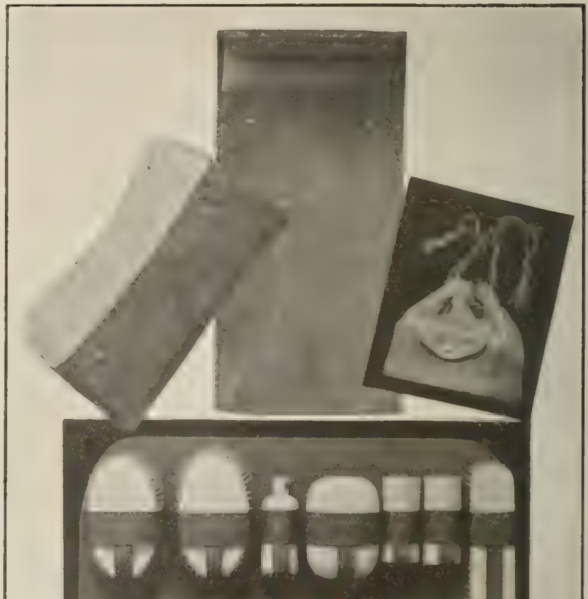
Such leather goods and fittings as drinking cups, flasks, wallets, military brushes, collar, cuff, shirt and dressing cases all show a good margin of profit. Some of the novelties seen are soft suede collar bag with pocket for cuff and collar buttons, flat shirt case with gusset, holding 3 to 4 shirts, and made exactly to fit the bottom of a grip, and glove or cuff envelope to match in green, tan and brown. Short bristle military brushes in flatter cases are more convenient and some smart shapes are offered.

Parisian and ebony finish are always good and the latter is having a splendid sale in the early orders.

NEW IDEAS IN DRESSING CASES.

The prevailing idea in dressing cases is to have them as flat as possible and fitted with unbreakable sets. One of these novelties fits, by means of a flap, in the inside envelope of the club bag. Folded or roll cases are shown without side flaps for the specialty trade. Very late novelties in strap, tie and whisk holders with pin cushion are selling as a result of the success of last season's numbers.

Ranges of men's leather accessories are complete without in any way competing with outside trade. Purses, wallets, memorandum and bill books



Leather novelties for Christmas. Shirt, collar and cuff or glove cases to match, in tan, brown or green suede leather. Adjustable dressing case with unbreakable Parisian fittings. This case is held to the side envelope of the overnight grip by a flap, which serves to make an easel on the dresser. Courtesy Julian Sale Leather Goods Co., Toronto.

"MONARCH-KNIT"

M33.B

Have you knit goods in your clothing department?

This is a line always in demand and you are sure of your profits.

If you carry "Monarch-Knit" lines your customers will ask for them.

They know the merits of "Monarch-Knit."

We are the largest manufacturers of fancy knit goods in the world.

"Monarch-Knit" is the standard for style, quality and workmanship.

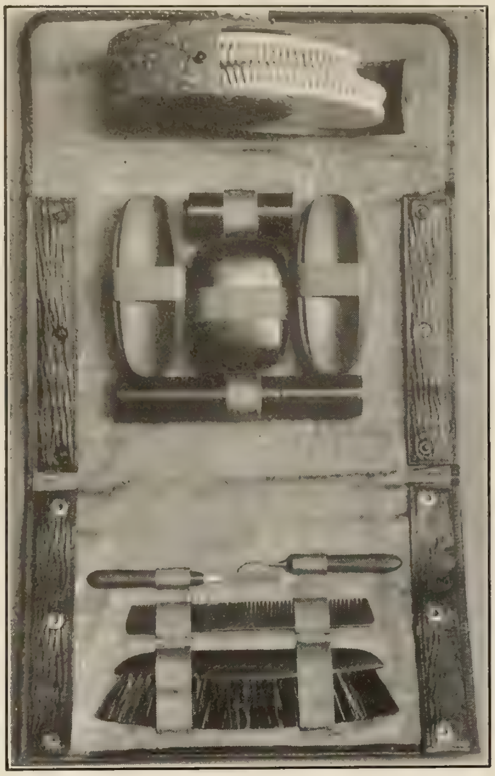
M53

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO



Flat folding moire-lined dressing case with ebony fittings. Thin Parisian back military brushes in case inset at top. Shown by Winnet & Wellinger, Toronto.

are specially adaptable along with novelty lines. Space necessary is not such a problem for an adjunct department, as a case and an assembled showing is bound to be profitable.

Usually the class of men entering a store are susceptible to the features in an up-to-date showing and impressed with quality. As a Christmas development of furnishing stores, no other line compares as favorably as a smart display of novelty leather goods. Profits are not offset to any extent by changing styles and loss does not result from carried-over lines as in many other featured Christmas sections.

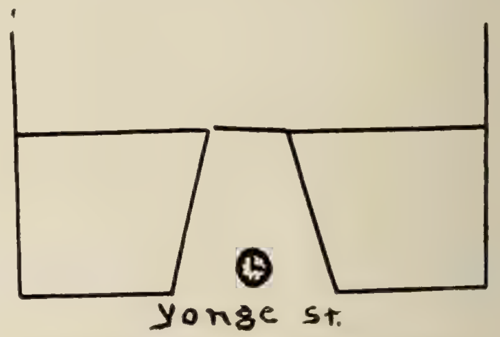
A Christmas novelty tie holder and pin cushion combined. Courtesy Julian Sale Leather Goods Co., Ltd., Toronto.

◆

Clock in Entrance Floor

A unique feature for a store front is the installation of a clock in the floor of the entrance. The British-American Tailoring Co., who have opened a store at 81 Yonge street, Toronto, have thus put time under foot. The mechanism of the clock is in the basement and the face is protected by a plate of thick glass. The section in which their store is located is always crowded and as "public" time is scarce at this point, the management of the store are of opinion that in time their clock will become an institution and attract increasing attention to their store.

The British-American Tailoring Company are using British woolens and American serges—hence the name—and are making a specialty of short-notice tourist trade. Here also the name applies to advantage for to the majority of tourists this combination is said to appeal. This is irrespective of the claim made by some fashion authorities that there is little essential difference in style lines adopted by good dressers in London, New York, Toronto, Montreal, or Vancouver.



A clock set in the floor of the entrance to their store is the unique idea adopted by the British-American Tailoring Co., Yonge St., Toronto.

"Of course," men's styles originate in London," said the manager to the REVIEW,, "but it is a remarkable thing that very often, when an Englishman comes to this country he is not here very long before he enquires about American styles. The present vogue is decidedly English, but in this country modifications are being worked out which eliminate all tendency to the extreme.

The windows of the new store are recognized by the management as having an advertising value equal to 40 per cent. of the rent. This indicates the value of a ground-floor location near the busiest corner in Toronto.

NECKWEAR AND ACCESSORIES

Are novelties more profitable than boxed lines? — Individual selection a matter to be considered — Satisfactory orders for the Christmas season — New ideas in knitted neckwear with better values

THE problem of boxing and choosing Christmas neckwear is based on values and advertising. Either merchants or consumers ultimately pay in depreciation of style, value or selling merits of the goods or added price of the boxes.

Buying quantities enables manufacturers to make the price of the box a minor charge. Locality demand has much to do with the success of Christmas boxed lines. This accounts for the difference in selection between city buyers and smaller merchants in outlying towns. Everyone agrees that boxing is a good idea and helps to sell the goods.

Values given in boxes are right and cannot be criticized. Each buyer has his outside costs for popular retailing prices and is guided by local costs of doing business. The option is simple. On one hand buyers are offered a splendid range of designs in a suitable box at $2.25 or $4.50 dozen less 10 per cent. January 3 or some similar dating. Otherwise buyers pay $2.25 or $4.50 a dozen less 6 per cent. and have choice of the range of patterns. To add a box at these prices is hardly feasible because merchants cannot afford to pay the limit price and show a satisfactory profit. Extra costs of doing business plus necessary costs of special individual boxing does not give sufficient margin. A great deal depends on the possible prices and salesmanship. For Christmas selling this year there are many lines which could be sold at 75c. Furnishers are getting this price for $4.25, $4.50 and $5.50 numbers. Patterns at $6.50 up are bringing $1.00.

Boxing neckwear and other Christmas neckwear is a matter chargeable to advertising, which men's wear stores can use to individual advantage. The amount of advertising appropriation spent in this way should not be charged against values optional with the buyer, except he depends on value to make a noise. Admittedly he can and is doing this.

But in the merchant's own interest it is a question whether buyers might not better depend on knowledge of the wants of their trade, snappy styles and patterns and individual choice. By boxing Christmas lines uniformly merchants are creating prestige. Boxes used convey some impression as to the class of business done. Others suggest quality or are striking enough to give a lasting impression and invite future business.

Advantages of buying boxed neckwear is apparent both to merchant and manufacturer in that it makes special advertising windows possible and invites quantity orders. For buyers who wish to retain a name exclusive for style interpretation and natty goods, giving tone to the store, personal selection is the correct rule. It is not claimed, however, that box lots lose these merits.

Of course, both practices are plausible. In choosing values, styles and patterns and deciding on a striking box in which the firm name appears, good merchandizing pays a large margin of profit. Difference in costs of cleaning up unsuitable patterns as against novelty lines when unseasonable is one reason why the buyer should have a free hand in selecting and by boxing everything individually make this extra profit pay for exclusive boxes. It rests with both buyer and merchant to apply the same quantity pressure to make the most of the Christmas selling season.

Orders for Christmas are a good indication of the success of this season's ranges. From present reports several lines are likely to be withdrawn because they are sold up. Border ends have been exceptionally strong. Under these conditions and with manufacturers sold to capacity it is not expected that any later or last minute novelties will be offered.

The value offered in knitted ties is just a little better with each succeeding sample offered. Outside the vogue of patterns, the introduction of diagonals in contrasting colors to simulate silk or fabric patterns is an important feature. One of the smartest patterns and qualities yet seen in hand crochet effects at $4.50 dozen is quoted for immediate delivery. The cut tie with lining and introduced color is another development which is adding to the range of natty crochet effects. Numerous new patterns are offered which heretofore have not been possible on tubular machines. Buyers are offered remarkable values at $2.25 and in anticipating Spring ranges can expect a new standard at $4.50 with better values than ever in silks, especially lines to retail at $1.00 and $1.50. Some of the patterns are real classy and are bound to take notwithstanding the so-called passing of crochet ties.

View in men's clothing section, Filene store, Boston. Wardrobe system admitting of effective display. Note unit on top of case consisting of coat posed on chair with bag hat and cane.

Planning for the Customer Beforehand

Clever salesman will form mental picture suggesting his procedure in any selling proposition likely to occur — Plan a customer for every variety of suit in the store — Having an answer ready for possible setback.

THE following address on Salesmanship was delivered before the salesmen of a large Chicago store by Otto Buehrmann.

If a man were to meet you on the street and tell you where brand new silver dollars were buried, you, we, and almost everybody, would go get a pick and shovel and begin to dig at once. The object of this talk is to tell the salesman where he will find many silver dollars, all his own, if he will but devote a few hours of every week to digging right here in the store to uncover them.

It is pretty certain that the store will close tonight, equally so, that it will open in the morning; just as certain is the proposition that the study of the subject given in this talk will enable the salesman to get results in real cold cash—not hope or stage money. The experience and observation of the cause which produces the effect, makes it as certain as fate; but it is not a get-rich-quick game. It's the slow, but sure, road of hard work, and energy wisely applied, which leads to big successes.

SIZE UP CUSTOMER.

Plan your sale before you see the customer for the suit before you. How can this be done? As easily as the architect makes the plan for a house, or an apartment, before he has seen the person who is to occupy it, or even the tenant has thought of moving into it. He plans and builds for a class, not the individual, and so it is with the suit you are now examining—it is made for the one man of a class, and if you have been studying the subject of classifying the customer, placing him correctly in the class in which he belongs, the instant you lay eyes on him your sale is half made. Every man, everyone, belongs in a class; no matter how far from his class, or where he may be at this moment, his associates, his environment or circumstances have placed him in a class so far as his tastes and inclinations are concerned. Worldly goods establish his business class, and his mental class is determined by his ability, and the classifying of the customer at a glance will be done by the salesman who has practiced and is versed in the subject.

To acquire this skill is the lifework of an ambitious salesman. When he ceases to practice this art, neglects to try to be more perfect in this mental work, he begins to go backward, floating down the stream, away from the activities of success, while resting on his oars—not trying to go against the current, but simply floating. He will go over the dam and be lost to the business world—"a has been."

The mental labor demanded to make the classification is a sharpener of the wits and awakens the mind to the happenings of the hour; for classes do not remain as always in clothes buying. A few years ago there were but very few classes of clothes buyers, chief of which was the farmer and the workingman; now nearly every man, in all walks of life (possibly barring the very rich), has become a patron of the ready-to-wear garment trade, and it is this vast increase of customers, from all classes, which makes the work now so difficult and at the same time so deeply interesting.

MIND-PICTURE OF CUSTOMER.

To whom will you show this particular suit in conservative cut and quiet color? Draw a picture in your mind of the man who will be your customer in the course of the season for the suit. Plan how you will meet him, how you will create the interest in his mind that will make him want this suit. If you go at him with the bald, uninteresting selling remark, "this is a good suit," the chances are even he will say, "I don't like it"; but suppose you have a plan arranged, to introduce the quality of the goods, with a word as to the advantages of this particular kind for a special purpose, or bring up the matter of cut, as being so comfortable, or feature the color for his personal requirements. Surround the customer, envelop him in an atmosphere, created by your suggestion, so that he sees the various good points of the suit, never relying on the one weak selling feature of an assertion of your own.

KNOCK NOTHING.

When the customer comes into the house his self-interest is actively engaged in denying everything the salesman is saying; therefore, do not place any one idea so plainly in opposition to his interests that he can directly oppose it, but point out to him the features of interest to his class, and his particular personality, for every man has his peculiarities, to which the salesman must defer; these will be indicated by the shape of his head, his face, the expression of his eyes, etc. And when he is properly classified, these personal characteristics will not be overlooked.

If there is a certain suit in the house which "looks like Bill Jones," see to it that he knows all about it, that you have it to sell, and that when he comes he will be shown the points which made you think of
im in connection with it. Show goods so that it
near that you are but considering the interest
r; to intrude your own interests is to ex-
uspicion, and the opposition of the
reference was made above.

rt of suit which will give
and service, as against
he goods you do not
have in his mind

It is a good rule not to knock anything or anybody when making a sale. Be so much interested in whatever you are selling that you cannot stop to give expression to a negative thought. "This is the thing for you to buy, Mr. Jones," because it is so and so—telling the good points, but leaving the field open to present the selling features of any piece of merchandise in the house. You have all the goods in the store to sell; each piece will suit somebody and be just what they want, and there is no telling when that "somebody" will appear, and should you have placed yourself on record as opposed to this or that line of merchandise, it has a most dampening effect on the selling enthusiasm of yourself, the salesman. All auto-suggestions should be of a positive and optimistic character.

All good plans have for their ultimate aim the securing of the good will of the customer for all time, and anything which does not tend to this end, in plan of service, is short-lived and unprofitable. For no plans can be made for the uncertainties of a bad policy.

For the honest, honorable and reliable salesman there is a bright and profitable to-morrow; for the tricky and short-cut man only the single customer of to-day.

HAVE ANSWER READY.

In the plan have a place for a possible setback and a quick answer to any and all objections, be they what they may. This will require a thorough study of the many features of material, cut and workmanship, and this knowledge will build up the value of the salesman to his house.

To be able to tell the customer, truthfully and accurately, the story of the wool, from the time it grew on the back of the sheep to the moment it is shown in the cloth before him, is a tremendous selling argument. Equally so, to be able to tell a customer why the garment is cut thus and so, be he workman or man of leisure. A sale we once heard made was closed as a result of the story of how the composition buttons were manufactured—not that the man bought the buttons, but the salesman told the story so interestingly that he gained the attention and confidence of the customer, who "came across" to his way of thinking on the other points of the suit.

The hand-made buttonholes were for years a strong feature used by many successful salesmen as a talking point. Every one of us has made the sale on the non-breakable features of the shape-retaining front of the coat. The selling points are so numerous that a book could not tell them all; each has its place in a well-thought-out plan, applicable to the peculiar sort or kind of merchandise. Patch pockets are sold in some localities and are demanded by the trade and are the selling points to put in your plan if you live in the territory where they are called for.

VARY THE ARGUMENT.

Plan for the argument you will make to the customer for each of the various kinds of suits in the house; do not have a "ready-made" argument for all alike. Vary it to meet the many kinds of men who will buy the different suits you have to sell. This extreme new cut and latest novelty in material must be presented with an argument detailing the demands of the latest fashions, and which this suit supplies. Comfort and service will not be considered essential features by this buyer.

"Time is money," so are words; for that reason expend them wisely and economically, not only for the savings, but for the specific purpose of making the correct impression on the mind of the customer. Choose your words to fit into the small talk of his associates and say things in a manner to which his class is accustomed. "Nifty, swell and nobby" are not words to impress the minister or the judge; neither will they be understood by the staid foreigner, such as the solid German or Swede of middle age; they have their place in some planned arguments for some people, but as every piece of building material must be used where it fits in the building, according to the plan of the architect, so must the word used in the selling argument be suited to the class and personality of the customer.

A sheet anchor of the salesman is silence, which should always be the breathing space in all plans to learn the peculiarities of the customer or the place to regain any lost ground.

Mistakes of classification are avoided by a quiet friendly look, and a pleasant expression of the face invites confidences; these last are rarely given to meet a flow of words. No man ever extended a confidence in return for a string of selling arguments, rattled off like the clatter of a sewing machine.

Time cannot be spent to better profit than to make a plan to sell each single suit in the stock; not that you will ever use them as outlined, but the exercise of thought and judgment in making these plans will be a training beyond value to the ambitious salesman. I mean the ambitious salesman always. The indolent, careless person, who never reads and thinks, will never know about trade papers, selling talks or plans of any sort or kind to advance him in his work. He it is who is constantly on the lookout for a "steady good job," with no prospect of ever finding it. For such jobs are held by those who are ambitious to make more money, to sell more goods and to keep their positions.

ARE SALESMEN INDIFFERENT?

This situation is indicated by the expression of a certain prominent clothier in a distant city, who said, in regard to selling suggestions, "I find the majority of the retail salesmen to-day indifferent to articles of this kind. They do not seem to be enough interested in their positions to take up the proposition in a technical manner." Think of it! This man speaks with the authority of an employer of many salesmen, and it is a caustic arraignment of the employes. This attitude is, to say the least, very unprofitable to those who are the most interested.

The "technical" features of selling are as essential to the salesman as the multiplication table to the student, and where they are lacking the work will be as faulty as the attempted solution of problems in arithmetic. This is one reason why there are comparatively so few expert salesmen and why there are so many "half-baked" men to step in and take a "try" at the work at any price.

Five per cent. for "misses" is the limit allowed salesmen in one store we have in mind. How long would you last in this house? Excuses are not credited at all. It is results which are demanded. And every salesman on the floor—for only experts are retained—will tell you he plans his sales long before he sees his customers. This planning makes it necessary to go through the stock every day, to note the changes and additions, for as the sizes sell out and new lines are added it is necessary to know what plan can be made to interest the coming customer.

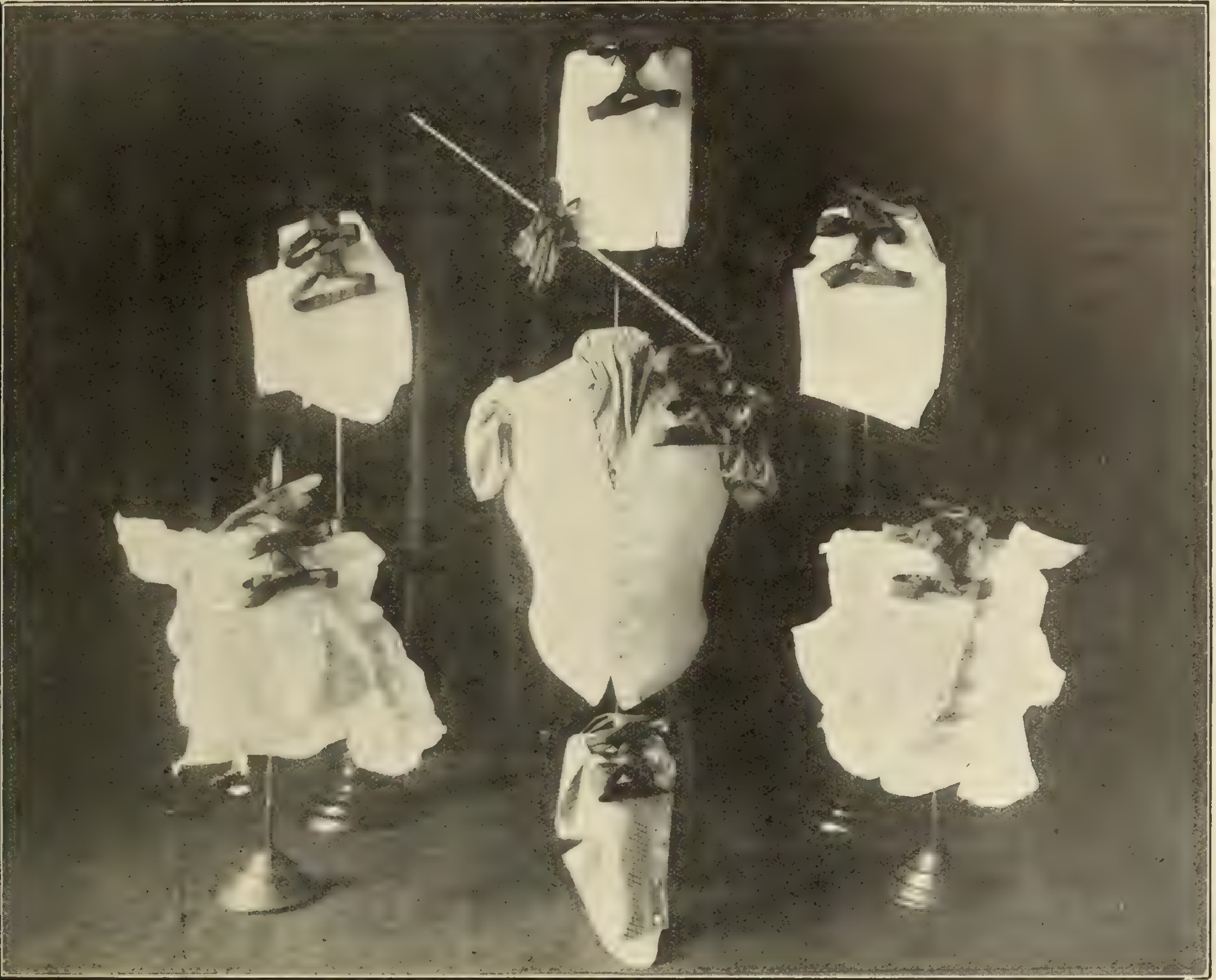
One particular salesman has a peculiar manner of using his hands when showing goods which is highly interesting to the observer. He caresses the cloth, by passing his hands gently over the surface, stroking it downward as if it were a pet dog or kitten of which he is most fond; to see him in his favorite practice and hear the low convincing tones would almost persuade the onlooker to buy, and yet some persons "are not at all interested in technical features of salesmanship." Just as if a few talks or lectures would fill the bill, like a mechanical sausage stuffer fills the casings. This salesman has practiced his gestures with as much care as any student ever exercised to learn penmanship.

Plans and suggestions are far from mechanical, technical though they be. If a thing is fairly well learned by observation, how much better would it be mastered by intelligent study? And this certainly applies to clothes selling in the highest degree.

MUST HAVE AN OBJECT.

To make any good plan the planner must know what he wishes to accomplish. It is equally necessary to know what resources he has at his comm
to achieve results, and at a glance it will be se
when a salesman makes his plan it em
feature and ramification of the busi
buying of the goods, housing a
store management, advertisin
all kinds, selling and deliv
a correct policy to insu
ing"—come-back bu
the house.

An Effective Unit Suggestion



THE trim illustrated here is appropriate for the Fall season when the demand for fancy vests, white shirts and accessories for formal and informal wear is developing. Little explanation as to the arrangement is necessary. The vest in the centre is fitted over a form draped with crepe paper to simulate a shirt, while on the stands at each side a suggestion of daintiness is secured by arranging the vest on easels which were first covered with pure white crepe paper. This also helped to remove any suggestion of stiffness. Fixtures used are vest form, shirt easel and small T stands.

Planning will embrace a close acquaintance with each class in the territory and ultimately with every customer, big or little, young or old. Your "pull," Mr. Salesman, depends on your following, and this cannot be created or retained without many and various plans to get the customer and to keep him, and when you so plan, the results are to be seen in the pay envelope and the importance of your position. Nothing in the clothing business is accidental, except that now and then some man will seemingly make a success for a short time, make a good record for a while, and then fall back, most often down and out. He did not make any plans to hold the advantages. "He made a good impression, but did not sell the customer." This is an explanation of "why not" as old as the clothing business; but the man who works out his plans, thinks them out in detail, gives his whole mind and attention to the subject, tells it, "I sold him."

KNOW WHERE GOODS ARE.

When the salesman has planned to show the slow-sellers and to put them to the front, he will know exactly what he has to show a customer, and, if the man be not suited, then what next to show him. Nothing takes so much time and is so distracting as to go rummaging through the stock for something that will "suit the man." Your plan to show this particular suit or garment to the next mechanic or yardman on the railroad who comes into the house will tell you where to find the stock in a wink. You could never have made the plan without knowing exactly where in the store the goods were to be found.

Well-made plans make the work much easier for the salesman; he has no worrying to do at a time when he wants to be good natured and smiling; his sales are larger, his customers far better satisfied, for he thinks about what will please them.

Persistent Advertising.

(Continued from page 60.)

STOCK-KEEPING METHODS.

How to keep tab on the stock of a men's furnishing or any other kind of store, is a problem which puzzles many a storekeeper. There are a variety of systems. To know when to buy and what to buy is frequently a vexing question to the merchant if he hasn't a good system governing that end of his business.

Mr. McClenaghan can probably speak with authority on the foregoing subjects. His method of stock-keeping is a thorough one. On arrival of the goods for the various departments they are first given a stock number, which is entered in a book with such particulars as the cost price, manufacturer's name, date of purchase, etc. Then the goods are marked with a ticket showing on one side the size and sale price and on the other side the stock number and cost price.

All original packages are marked on the outside with a complete description of the contents. The packages or boxes are then taken to the stock room, arranged systematically as to style and size and placed where they are the easiest getatable. Goods for forward stock are not taken into the store in their original packages or boxes, but as each article carries a stock ticket, should any particulars be required, they can be easily obtained by reference to the stock book.

These methods when followed, Mr. McClenaghan declares, keep the clerks well informed about their stock. Should the goods not move very fast a sale follows at which reductions are made until the slow sellers are cleared out.

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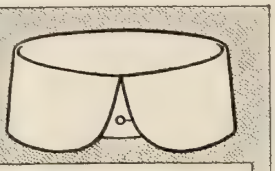
ONE of the most successful retailers of late years says: “When a firm advertises in trade papers it is getting into good company. As I pick up one of a dozen of these periodicals here in my office, and glance through it, I find that the best people, the successful firms, are represented in such a way as to reflect their importance in the trade.” ❧ ❧ ❧ ❧

Something New in Tooke Collars

Made in Canada— It PAYS Canadians to sell them.



Tooke

"REGINA"

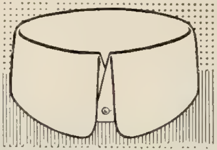
1½ INCH BAND

2 FOR 25¢

Regina—

A New English Style. Plenty of tie room. Comes down close to the shirt all the way round.

"Watrous"-same collar, 1¾" Band.



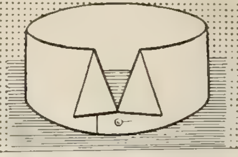
Tooke

"CONGRESS"

1¾ INCH BAND

2 FOR 25¢

Congress—A decided novelty; Will be strong with those who are looking for "Something different."



Tooke

"SENATE"

2 INCH BAND

2 FOR 25¢

Senate—An exceptionally neat and dressy Wing Collar. Will be very popular this season.

Quarter Sizes— They Fit

Tooke

"LONDON"

2 INCH BAND

PIQUE

London—One of a series of new and most attractive Piques, in neat, small stripes. "Paris"—same collar, 1¾" Band. "New York"—same collar with 2¼" Band.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear,
and Importers of Men's Furnishings.

Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street

MEN'S WEAR REVIEW.

NOVEMBER : 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1,00 A YEAR

ADVERTISERS in this paper are reaching more actual buyers of men's goods than is possible with any other paper or combination of papers. You reach the best men's wear stores and the men's wear departments in dry goods stores throughout Canada with our two papers for one price. It will pay non-advertisers to investigate this proposition.

Is Percentage on Sales a Fair Salary Standard?

Merchant to salesman:—Your salary is greater than our fixed percentage allows. Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Dec. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

THE Christmas trade forms an important part of the men's wear dealers' year. The demand is very heavy for neckwear, gloves, hosiery, etc. When one starts to study it out, it is seen that the scope of the gift giver in selecting a suitable present for a man, is limited. If the recipient has no particular hobby, the choice narrows down to something to wear or something in the smoking line. If perchance he is not a smoker, there is nothing else to be done but to select a necktie, a pair of gloves or a pair of socks. For which reason, the run on the men's wear dealer is very heavy during the active Christmas buying season. It follows that the Christmas trade is a matter of extreme importance to the dealer and he should endeavor to make the most of it by introducing enterprise and initiative into his selling methods.

* * *

The first consideration is to be prepared well in advance. While it is true, unfortunately, that a great many people leave their shopping until the last moment, this is no reason for delay in the necessary preparations on the part of the dealer. The best way to educate the public to the wisdom of early shopping is for the dealer to start his campaign bright and early. If the windows and the shop itself radiate the Christmas spirit, it is bound to have its effect on people. If they find reminders on every hand that Christmas is coming, and that in consequence, the time is drawing close when their shopping will have to be done, they are almost certain to get started earlier than they would if left to their own volition. This is not the only advantage from the standpoint of the dealer, however. By getting an early start, he is able to carry out his campaign on a systematic basis. Careful preparation in advance banishes confusion and makes it possible to handle the heavy rush of trade without completely upsetting the store routine. Everything should be planned out—the goods to be displayed, the location of each line, the advertising methods, the help problem.

* * *

A departure has been set in price cards by Oak Hall, Yonge Street, Toronto. A new series of cards have made their appearance in the windows containing a written price without dollar signs: Thus—"Twelve," "Seventeen Fifty," "Twenty-Five." They are neat in appearance and are said to be proving highly effective.

* * *

Sweater coats are a splendid line to feature for the Christmas trade. The demand for this line of goods has developed wonderfully of recent years and it is quite apparent that the fullest development of the demand has not yet been reached. A sweater coat is invaluable to a man during the winter months and it is assured that there will be a big demand for them for Christmas. The men's wear dealer should strive to hold as large a share as active featuring and aggressive exploitation can insure.

* * *

"Can a retailer create styles?" This question is a broad one and certainly not one to be answered offhand. It is quite apparent, however, that the retail salesman is a factor to be reckoned with in the creation and maintenance of styles. It is the salesman who meets the public and his views and arguments go a long way toward settling a customer's selection. A salesman can do a great deal to popularize a certain style or a certain shade just as certainly as he can discourage and to curtail the sale of lines which he does not favor. There are, of course, distinct style trends which no retailer can, with impunity, depart from. It must be considered, however, that the work of salesmen in the preceding season has had a big influence in setting these styles. It is a fact that a live retailer can create a heavy demand for a special style, a special priced article or a novelty. By working energetically along a certain line, he can create a vogue for that line which often is not confined by any means to his immediate vicinity.

* * *

The need for stock records is felt by a great many dealers who have never gone to the length of installing a system of their own. The information tabulated by means of records is of great assistance in many ways. The article in this issue dealing with the drafting of standard stock records by the interstate committee of American Retail Clothiers' Associations is well worth careful study.

* * *

The fixing of a percentage for overhead expenses is a highly important question. Unless a dealer knows just what it is costing him to run his business, he cannot fix selling prices with any degree of accuracy. One men's wear dealer may not allow more than 10 per cent. to cover his business maintenance costs, while another may be charging 25 per cent. It is safe to assume that the one is not allowing enough while the other, if his expenses have been accurately estimated, is keeping up an extremely expensive place. There is a happy medium somewhere between these two points. The fact remains, however, that the dealer who cannot tell what percentage he must add to the cost of his goods to cover the cost of doing business, must resort to guess work in order to fix his selling prices. This question looms up as of particular importance at this season of the year. The books will soon be closed up and figures will then be available to show not only the net profit for the year but the total amount paid out for maintenance. The information thus obtained should be used to good advantage next year in regulating expenses as well as in determining prices.

* * *

Arranging units for display purposes is largely a matter of good taste. Some window trimmers can get pleasing effects from the most unlikely material, while others, less gifted with the asset of originality, will achieve mediocre results with the best material available. This rather trite exposition of a truth which applies to many other things besides the arrangement of units, shows that a trimmer's success depends entirely on his initiative and perception. Nevertheless, it is advisable to help along the results by judicious selection of subjects. A dress shirt with frilled front serves admirably in display work of this kind. An illustration is presented in this issue which shows the good results which can be obtained by grouping other stylish articles around one.

* * *

"Advertising is the capstone on the fortress of success." This epigrammatic summing up of the value of advertising, has the element of absolute truth. To the retail merchant, publicity is most essential. His business will thrive as long as efficient publicity measures are used to bring the custom to the store. It will shrink and contract dry rot as soon as the reviving influences of publicity are withdrawn. The word "publicity" is used in this connection in its broadest sense, not to designate newspaper advertising alone, but every single feature of the store policy which serves to bring the store to public attention.

* * *

If one of the gallants of the Elizabethan period, with his ruffles, plumes and slashed doublet of rainbow hues, were to see a man of to-day, he would undoubtedly pronounce him a "sad-looking lout." The severely plain lines of modern masculine attire and the quiet tones that are now universally worn, would not appeal to the dandies of that gay period.

There are men to-day who think with longing of the days of doublet and hose. Personal variety may be the reason or, perhaps, this is due to a mild form of atavism, causing a "throw back" to the taste of centuries ago. This tendency exists, in a very mild and subdued form it is true, but nevertheless, it is there. It shows in the extremist styles which sometimes manifest themselves. That they do not last long and attach to themselves very few devotees, is the strongest proof of the commonsense which is back of masculine styles. Man's attire to-day is not only attractive, but sensible and comfortable in the extreme. For this reason, radical departures which savor of femininity make slow progress.

* * *

In men's suits, blues have been particularly strong, there apparently being a tendency to break away from the colors that have been so much in vogue of late. One retailer in conversation with a Toronto clothing manufacturer stated that 75 per cent. of his clothing sales this Fall have been blues. while this is an out of the ordinary case, it denotes a trend in favor of this color.

* * *

Cliff Caldwell, of John Brass, gent's furnishers, 148 Yonge Street, Toronto, was in New York during the early part of the month making his selection of goods for the Christmas trade. For five days previous to Christmas this year the window of this firm will be given over exclusively to a display of neckwear. This firm have been specializing on this line of late, with a marked degree of success, so much so that they believe their trade warrants the devoting of the window to this line alone, at a season when it is specially valuable as a means of display.

Men's Store Planned on Original Lines

The new establishment of Max Beauvais, Limited, Montreal, has been laid out to give ample display facilities and yet afford privacy for customers — Cases arranged in square formation.

A STORE, planned to give the display facilities so necessary to secure the largest possible percentage of sales, and yet the privacy so desired by many customers, has been opened by Max Beauvais, Limited, handlers of Fashion Craft Goods. This concern, which has been doing business on St. James Street, Montreal, for a good while now, is not making any great change in stand—such as might jeopardize a part of the custom. The move is just a few doors east along the same side of the street. As far as location goes, many old patrons will hardly appreciate that there has been a change. Looking at the fine new show windows, however, and entering the store, they will at once become aware of this change.

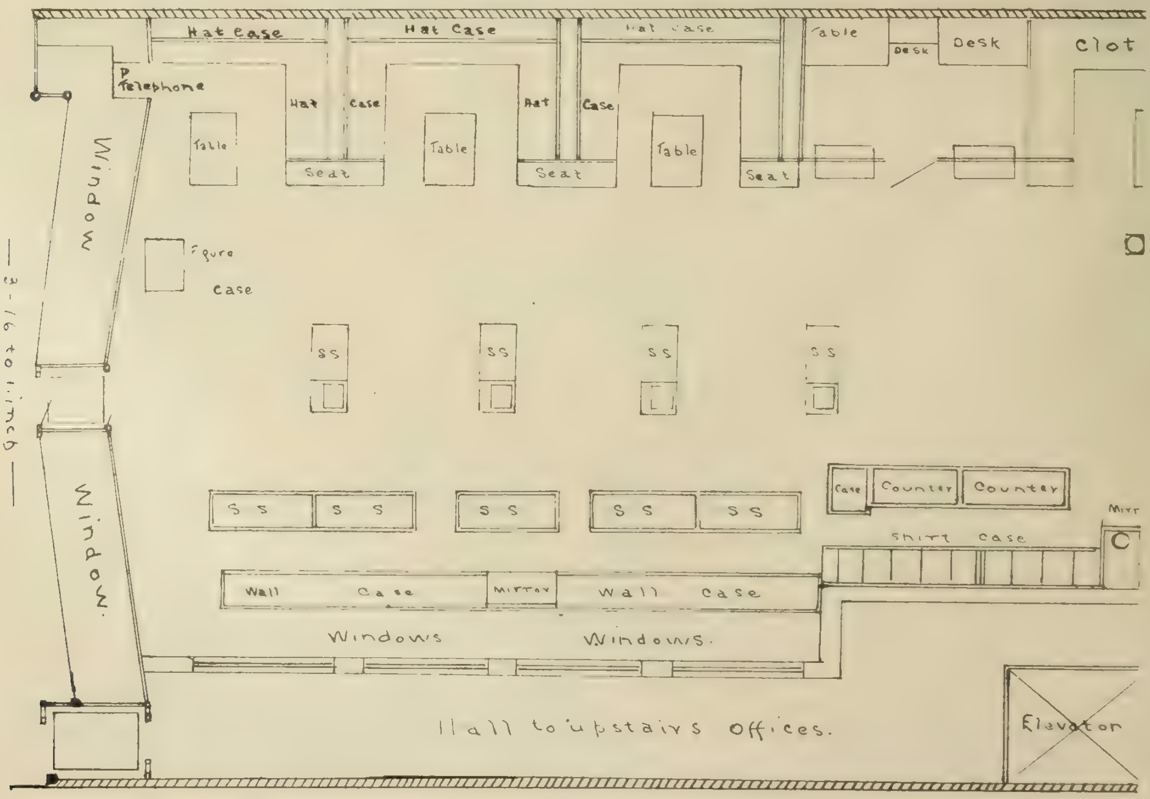
It is an old building which is occupied, but extensive alterations have been made, by the Dominion Office and Store Fitting Company, and the store is a different place now. It is, in many ways, a model, and one which will surely give ideas to dry goods men and to those in charge of haberdashery concerns.

The accompanying plan will give some idea of the floor lay-out—but no plan can show all that is to be seen. It tells nothing of the large glass fronted cases —of the fine woodwork, or of the lighting. It does not give the little details that are so valuable. This must be done as well as may be in a short description.

As will be seen, the windows facing on St. James Street are unusually large—giving room for extensive and varied displays. Nor are the St. James Street windows all. At the east of the store runs a passage, giving entrance to the offices above. Now a goodly number pass through this hall daily, and the intention is to give these an opportunity of seeing samples of the goods to be purchased within the store. The side of that passage which bounds the store is one long show window, this having been built behind the cabinets, which, from the centre of the store, seem to be tight against the wall. There are almost limitless possibilities for display in that long window—or series of windows—and if as many people pass to the offices above as are expected, the trims will undoubtedly be of great value.

The store itself is fitted entirely with mahogany. The backs of the windows are mahogany. The frames of the silent salesmen and the mirrors are mahogany. The show cases are mahogany. So are the tables which stand in various parts of the ample floor space, and the seats built against many of the show cases for the convenience of the patrons.

At the right hand side, as one enters, is the department devoted to gloves. There are five silent salesmen, and behind these, wall cases. Between two of these is placed a fine mirror. The wall cases are



divided into drawers, each one of which is devoted to a certain style of glove, the color and size of which will, when the store is quite finished, be entered on a card for which there is space in the handle.

Further along the same side is the shirt department; and a unique department it is. Here, too, there are silent salesmen, behind which stand more wall cases. The drawers in these wall cases are specially built for shirts, pulling out in the form of trays, which can be laid out on the counter. A man asks for a certain style of shirt in a certain size. The clerk has no cause to hesitate. He goes at once to the drawer marked for this style and this size. On that tray-like drawer, the customer sees half a dozen different patterns of the exact size wanted. Running over one or two such drawers he is practically sure to find what he wants.

At the back of the shirt department, as the ground plan indicates, the store widens out. This affords room for the overcoats. But before the cases devoted to these, come two dressing cabinets. These afford an opportunity for men needing to try on trousers to do this without any inconvenience or embarrassment.

AN OPEN SQUARE.

The cases for the overcoats are constructed in the form of an open square. On the three sides are cabinets, roomy enough to hold, perhaps, 150 overcoats. A prospective purchaser can glance over this whole array in a minute or two. He will be able to pick out three or four which especially appeal to him, and these can be laid, for closer inspection, upon the table which stands in the centre of the open square. And the need of mirrors has not been overlooked here. On each projection, formed by these clothing cases, there is a mirror. These serve the double purpose of giving the establishment the attractive appearance desired, and of affording the customer an opportunity to see how he looks in the coat. The mirrors being on both sides of the store, front and back view may readily be obtained.

Behind these clothing cases, again, is the private office—a bright room where much of the buying will be done.

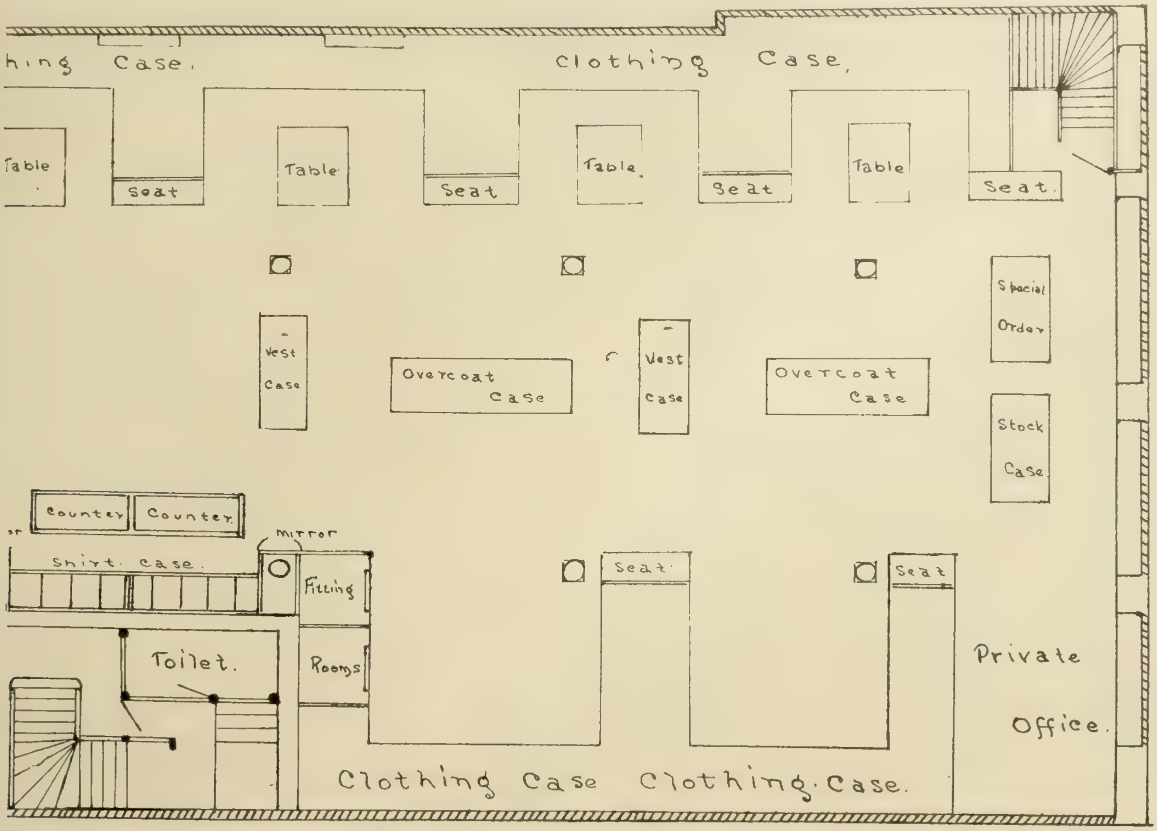
THE HAT DEPARTMENT.

On the left of the front door, as one enters, are other open squares, formed from hat cases. As will be seen, their construction is practically the same as that of the clothing cases on the other side of the floor. There is the same seat in front of the projecting case; the same mirror running above this seat; the same table for close inspection in the centre of each square.

A TIME-SAVING SYSTEM.

This hat department is to be run on a careful system, which, it is believed, will be a great time saver. All hats of the same size are to be kept together. A man saying he wants a hat will be asked what size. Say he replies, six and three-quarters. At once he will be taken to the cases where six and three-quarter hats are shown. There he may try on many styles. If he cannot get something to suit him there he might as well leave, for it will not be in the store. The

(Continued on page 98)



Overhead Expenses

Finding the percentage of turnover that must be allowed for the cost of running the business — Salary should be figured in for the proprietor — What is the average percentage?

NOW that the year is drawing to an end, dealers will soon be closing their books for the year and taking stock. In view of this contingency, a number of merchandising problems suggest themselves. The totaling up of profits for the twelve months will provide the merchant with material which he can use to good advantage. He will find just where he has stood for the year and what he will be called upon to do next year in order to equal or better the records established in 1912.

WHAT PERCENTAGE?

In closing the books for the year, the dealer ascertains the percentage of total turnover that he has paid out for overhead expenses. Has he been paying too much? This question inevitably arises.

Write the Review and tell our readers what your percentage has been in the past and how you have arrived at it.

An important point is to determine what percentage the overhead expense bears to the total turnover. By finding out each year what the percentage has been, the dealer can decide how to regulate expenditures for the year ahead. If he finds that the percentage is bigger than he deems compatible with a continued profit, he applies the pruning knife to judiciously reduce the expense to a proper basis. If, on the other hand, he finds that the percentage has been low, he will probably feel justified in putting in improvements and otherwise paving the way for a bigger turnover.

The merchant who has not accurately determined the cost of running his business is not in a position to fix his selling prices with the surety of profit. He is not in a position to manage any phase of the business, in fact. He is "working in the dark."

The term "overhead expenses," is used to apply to the cost of doing business and the phrase is highly expensive. Overhead expenses include practically every expenditure with the exception of what is paid out for goods. Some uncertainty exists as to the items which can justly be figured in as overhead expenses. It is interesting in this connection, to quote the remarks of a successful retailer in addressing a recent convention:

"I reckon the following items in on the cost of doing business:—Rent, light, heat, water and ice, telephone (two systems here), office supplies, insurance, advertising, donations, depreciation, losses (returned goods, breakages, etc.), a certain percentage for bad debts, appropriation for window dressing, delivery, salaries to staff and incidentals.

This list is a fairly comprehensive one, but it contains at least one omission. Under the head of salaries, provision is made only for staff salaries. What of the salary of the proprietor?

SALARY OF THE PROPRIETOR.

Provision should always be made for a salary for the proprietor. He is giving his time and his brains to the business and is entitled to remuneration as much as any member of the staff. If employed for another man, his services would be counted as worth so much per. Is he not as valuable to himself as to another man? Would the business be able to get along with him?

The answer to these questions establishes the fact that the proprietor is entitled to a salary; and, further, that this salary should be counted as an overhead expense to be figured in on the selling price of goods.

ALLOWING FOR DEPRECIATION.

A fair allowance should be made for depreciation, covering losses from depreciation both of stock and goods. A great many dealers fail to appreciate how heavy the loss from depreciation is. No matter how rapidly the stock may be turned, there is bound to be a gradual accumulation of odd lines and slow sellers. These goods gradually become unsalable and in time a total loss or they are sold out at sadly reduced prices.

COLLARS

Here is the Success "Strathcona"—a good comfortable Double-band collar—well made and well finished.

This is the big steady seller — It is the popular line. Made to retail at 2 for 25c.

Ask your Wholesaler to show you the complete Success line.

The Canadian Converters Co.
Limited
Montreal

How the Retailer Can Create Styles

By featuring certain lines, the dealer can work up a big demand for them—While prevailing styles are not absolutely deviated from, original ideas can be popular—How it is done.

Written for the Review by C. Caldwell, with J. Brass, Toronto.

MERCHANDISING is forever moving upward to a higher plane. In all lines of merchandising in recent years, much has been heard of the importance of creative salesmanship, and it has perhaps had more than ordinary importance in connection with the retailing of men's neckwear. It would seem, however, that creative merchandising in as far as men's neckwear is concerned is to take another step upward. Every salesman has realized the possibility of selling goods of the prevailing styles over and above actual demand, but the era in which progressive retail dealers will be able to create their own styles and demand for those styles is now apparently beginning to dawn.

In fact, it has already dawned. There is no doubt but that the retail dealer can create his own styles in neckwear, and not only create his own styles, but a demand for them. The important point about this is that not only can the dealer create a distinctive style that will attract particular attention to the store and thus prove of considerable value in the way of general advertising, but the quantity that can be sold by this method is much larger than would otherwise be the case; and the selling of more goods is, of course, the aim of every store.

The proof of the pudding is in the eating. The success which I have achieved in pushing a certain neckwear style demonstrates plainly the possibility of it. Our store has followed out the idea and has proved that with proper methods, the dealer can boost certain shades and styles into prominence and make them big sellers. In one instance alone, that of a satin ombre, which we took up, we sold 800 dozen. This was done in four weeks, by which time our stock of that particular line had been completely cleaned up.

FINDING DISTINCTIVE STYLES.

There is a particular feature of value in creating a distinctive style of your own. In common patterns, the purchaser may procure it at almost any store, but in the other case, they must come to your store to buy it. I do not always closely follow the colors or patterns that may be in general vogue at the time, in the lines I feature, although at times I will have one that is finding a generally good sale, or which is along the trend of colors of the season. For instance, one of our latest special showings has been a brown, which is in keeping with the color of suits and overcoats now being generally worn. However, in selecting my lines, I pick out what appeals to me and of such colors or patterns as I think should appeal to wearers, irrespective of what may be considered as the ruling styles. I follow along my own ideas, aiming to secure something original.

WHAT'S IN A NAME?

Following along this line, we have had particular success in our attempts to create demand for styles or patterns of our own. One contributing feature has been to give to each particular design, a name that will appeal to the public. This has proved of no little assistance in bringing each line into prominence. The satin ombre, which has been one of our greatest successes, and of which we sold 800 dozen, was named "Patricia," a name, which for reasons most everyone can readily understand took well with the public. Among other names which we have used were "Connaught," "Broadway," and "Rector," while the latest one, we named "The Craze." The selection of a name is very important, as much depends on having it such as to appeal to the public.

ALL WERE 50C. TIES.

All those lines in which we have succeeded in creating our own styles have retailed at 50 cents.

In creating demand for them, the window has always been used to a large extent. A good sized display of each line was made, one of the features being the showing of large pieces of the material from which the ties were made. A much better effect can be secured in this way than if only the ties were shown. In addition, it leaves the impression that you are going in for that line in a large way. The same lines were shown inside at the same time to catch the man inside.

HEIGHTENING APPEARANCE OF QUALITY.

The arrangement of the goods in the window is an all important factor. Much depends on having the goods shown so as to, on the instance, appeal to a person. The idea is to give it—a fifty cent tie—a dollar appearance. Much towards this end can be attained by showing it in an effective manner.

My experience has certainly been that it is possible for a dealer to create a style of his own in neckwear and to greatly increase his neckwear sales by so doing.

◆

H. G. Cook, of W. R. Brock & Co., Ltd., wholesale dry goods merchants, Toronto, is in England on a purchasing trip for his firm.

Save Yourself from Over-Haul Complaints

and troubles like the man below.
SAVE HIS LIFE by taking the
agency for Leather Label Over-Hauls.

THE man that builds trade when Honest Worth is not given, is building on a foundation of shifting sand. ❧ ❧

Fortunately your overalls don't often run up against a test like the above, but DON'T FORGET that the same qualities which will stand this strain will withstand the wear and tear of your day's work.

LEATHER LABEL OVER-HAULS ARE DOUBLE SEWED on every seam with thread tested in a pulling strength of ten pounds. Every pocket is cross-stitched at the corner with three seams.

Think what these things mean to you. Your LEATHER LABEL OVER-HAULS will hang together until the fabric is worn out. They cost more per garment but LESS per year. Expensive Over-Hauls are the BEST ECONOMY.

WE ARE THE AGENTS

The Leather Label Over-Haul Co.

WALKERVILLE - ONTARIO

Tear out this page. Send us your name and address, and we will send you samples, charges paid, to look at

Name ....

Town .... Prov. ....

The Trend of the Spring Hat Market

It is predicted that English influence on outline will be strongly felt—The wisdom of a change to light felt in spring—Sennets will be a long line.

RETAIL hat trade is watching for style indications in improving Spring ranges and early selections. Fall business has been good and repeats are satisfactory. From the general standpoint of the trade, placing for Spring is progressing favorably with but few influences, outside of competitive values, as yet.

Changes are likely to be reported later. Comparison of domestic and United States styles and the paramount influence of English styles on outline is considered as an indication.

It is noteworthy that many United States manufacturers have not represented anything like such extreme shapes, as have been and are still successful on this market. They do not intend doing so. Whether this is to be reflected in later business remains to be seen. Some authorities state that they recognize a tendency for higher crowns and lower brims, and that the trade is interested in conservative shapes. Evidence of these indications are expected as the season advances.

The attitude of young men has had much to do in creating the demand for so-called extreme styles. Shapes suit younger faces.

However, business has been so good this season, that merchants have been too busy to attend to Spring business up to date. While models shown and chosen as correct are practically safe, buyers have to use caution in deciding the style viewpoint and the trade to which they cater, as to ultimate season models. Smart dressers and exclusive shops are selecting medium shapes and English lines.

The demand for rough hats and their success this Fall has caused some manufacturers to promote them for Spring. It is questioned if this is good business. Some comment as to season distinctions of hat styles is heard in the interest of better sales. If, as predicted, style is changing in favor of smoother finishes, merchants have to foresee and act upon this trend. Educating the trade must be gradual with moderate finishes; and finer felts must be introduced by degrees. A prominent hat salesman, discussing the subject, has the following to say:

"You know how many soft hat manufacturers tried to tell us last Spring that we wanted rough or scratch hats? Some of us were foolish enough to take a small nibble at the hook.

"We, as Canadians in the hat business, should know our own business best. In the first place, we have three hat seasons (that is, in larger cities.) First, the Spring felt season; then the straw season; and finally, the Fall and Winter season. When we buy hats from the middle of August, until time to show our new Spring line of felts. If we had accepted the viewpoint of the rough hat manufacturers we could not sell or would not sell two-thirds as many hats for the reason that people of Canada want something seasonable.

"Smaller places, throughout, can have three seasons. British Columbia has really four seasons' selling. Spring felts, straws, Fall felts and caps for colder days.

"Again, I say we would be unwise to try and develop rough lines for Spring. We cannot afford to cut off our sales to please a few manufacturers, who make rough and scratch hats and try to make us believe they are the proper thing for Spring business.

"Men wearing rough hats, who saw no change in Spring lines, would continue to wear those they have until straws came in. Therefore, let us stick to rough styles for Fall and Winter trade. Admittedly, they are money-makers and match the heavy overcoats. Besides, customers are personally glad of a change in Spring. We are glad to sell the goods, so let it be light felts in our own interests.

SENNETS WILL BE WORN.

"What is your idea of straws for the coming season? Here is mine. Sennets will be the long end of the season's business. People have overcome that feelng of prejudice against the sennet and the belief that English emigrants only wear them. In these days of English influence on dress in Canada and the United States, sennet straws are just as proper as close-fitting, English-line clothes. From your standpoint and mine they pay a greater profit. Sennets were well introduced last year and to my mind are to be worn by the masses this coming season.

"Of course we will always have the conservative dresser with us. For one who believes in the old adage "what is good for dad and dadas' dad is good enough for me," we will have the nice split straws. These will range in dimensions from 2½x2½, 2½x2¾, 2¾x2⅝, 2¾x2½, 3x2½, 3x2¾, 3¼x2¾.

"Some splendid values are being shown in splits this season, as the manufacturers of split straw hats realize the competition they are experiencing. They are, therefore, showing some exceptional values, claimed to be the best yet seen in Canada."

Holiday Requisites

Collar Cases Toilet Bags Tie Cases

Made from Embossed Satins, Persian Silks, Ottoman Cord Silks, Oriental Silks. Prices,

$8.50 $9.00, $10.50, $12.00 $15.00.

When ordering by mail state prices and silks preferred--goods shipped on receipt of order.

Sword's "Stand Pat" Dress Tie

Made from fine cord and figured Piques, round or square ends. No collar sizes required, fits any sized collar.

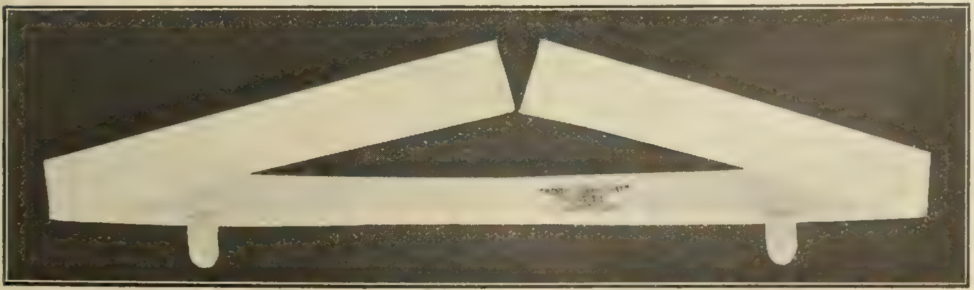
Boxed in Cabinets of three dozen assorted lengths or single dozen boxes.

Price:

$2.75

per doz.

Note—Mention square or round ends.



See those tabs

They turn up between neck band of shirt and collar—holds the tie firmly in place.

THE SWORD NECKWEAR COMPANY, Ltd.

TORONTO

CLOTHING FOR MEN AND BOYS

Browns will remain dominant for next fall suitings, but greys are becoming of more importance in the market—Blues are keepinga strong hold—Rough effect in overcoats will likely be continued.

WHAT colors and styles will predominate a year hence in men's clothing, are very important points of speculation at the present time. The trend of suitings for next Spring is now pretty well a decided question, but the buyer is endeavoring to secure an inkling into what can be expected for Fall, 1913.

The question as far as patterns and colors are concerned will shortly be answered, or at least decided with a fair degree of assuredness. Buyers for many Canadian clothing houses are now in England or on the way, to inspect the offerings for next Fall, and make their selections. Advance samples of next Fall's goods will also shortly be set before buyers here.

While it may take the advance samples to decide with any marked degree of accuracy what may be expected, apparently browns will predominate again, although in some quarters, greys are expected to be quite an increasingly important color. However, browns which have been a favorite for some time now, are expected to maintain their hold for at least another season. As yet, there is nothing to indicate what particular shades will be given prominence in next Fall's goods. It is anticipated that they will be much the same in tint as for Spring, naturally, however, with a tendency to darker grounds.

ROUGH EFFECT IN OVERCOATS.

There is nothing at present to indicate any marked change in overcoatings. The same rough effect is expected to continue. There is a feeling that more plain effects will be favored, or at least a tendency to curtail some of the loud effects that have been shown. Styles are a later consideration. In overcoats, there is, at least, not expected to be any drastic changes from that which has been favored for the past few years, which is in every way suitable to the Canadian climate and which is almost indispensable for certain purposes.

ORDERING PROCEEDING BRISKLY.

Manufacturers report that ordering for Spring is proceeding at a rate that is satisfactory to them. The clothing trade this year has started off in a manner that is quite pleasing to dealers and this always gives impetus to future ordering. In addition, Canada, and particularly the West, is in a very prosperous condition which naturally causes dealers to look forward to Spring with confidence.

Browns and greys are, of course, the predominating colors. That the former may probably lead in favor would be indicated by the fact that some clothing manufacturers state that their repeat orders have, in most instances, been for browns. These range all the way from a light fawn to a deep brown. However, in many quarters, greys appear to be gaining. Indeed, in some cases, manufacturers are complaining of the difficulty of getting greys from the mills. Quite a dominant feature is the quiet or conservative mixed patterns. In fact, mixtures are much in evidence, those with a green effect being strongly favored, the range being from a sage green up to a mid green. In some instances, colors are so introduced as to suggest a changeable or uncertain effect to the basic shade.

BLUES HAVE A STRONG HOLD.

Blues are always staple, but it would seem that they have taken on a particular strong hold. Even for the present season some clothing manufacturers report this to be the case, and the fact that blues are in some instances rather difficult to get from the mills, would indicate that the same strengthening demand for blues is general. Following a certain line of reasoning, this seems only a natural course. For some time certain colors have held sway, bordering it would appear on almost permanency, and blues afford a change from these. Thus, the reason for them is exceptionally strong.

◆

Wingham, Ont.—S. Robins has sold his men's furnishings store.

Hull, Que.—Mrs. Wm. McEwan, dry goods and millinery, has been succeeded by Sarah Jane McEwan.

H. E. Twining, of Montreal, Canadian manager for Clarence Whitman & Co., New York, manufacturers of Soiesette and Flaxon, has returned from an extended trip to England. While there he opened an office in Manchester, to be used as a distributing centre for England.

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

Official Stock Records Are Adopted

Committees representing six of the "middle west" States get together and draft forms for use of clothiers, in middle-sized and small cities and towns — Records are found invaluable for future reference.

A SHORT time ago committees, representing the Clothiers' Associations of six of the states in that progressive part of the union known as the "Middle West," met together and adopted three stock records.

The needs for standard records has been generally felt. In approaching the question, the committees felt that it would be advisable to draw up a system particularly adaptable to the retail clothier in the medium-sized and small cities and towns. The larger merchant, it was felt, had a system of his own, but the smaller retailer, as a class, had not been keeping records as systematically or closely as he should. Accordingly, the forms were drawn up from that viewpoint.

The three illustrations reproduced show the form of sleeve ticket adopted, a page from the permanent stock record book, and the daily stock and sales record. This record was duly copyrighted in the name of the Iowa Retail Clothiers' Association, as it was the only state organization represented at the meeting which had been incorporated.

THE STOCK RECORD FORM.

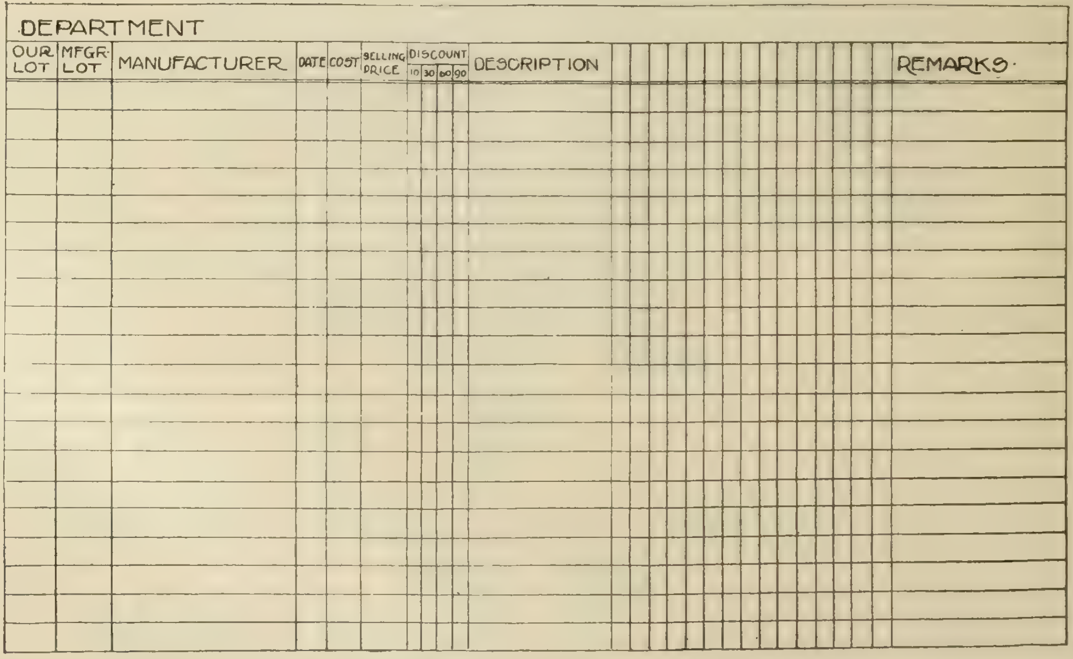
In the stock record form, spaces for sizes have been purposely left blank, so that the same form can be used for all kinds of clothing. Two lots, it will be observed, can be entered on one form.

The ruled spaces at the top, after the words "Ordered" and "Date," are to be used in entering the various sizes of the suits at the time the order for the lot is given, one line being drawn to indicate each suit after the sizes have been entered at the top of the columns. As soon as the reference swatch is received it is pasted in the space marked at the left of the form.

ONE LINE FOR EACH SUIT.

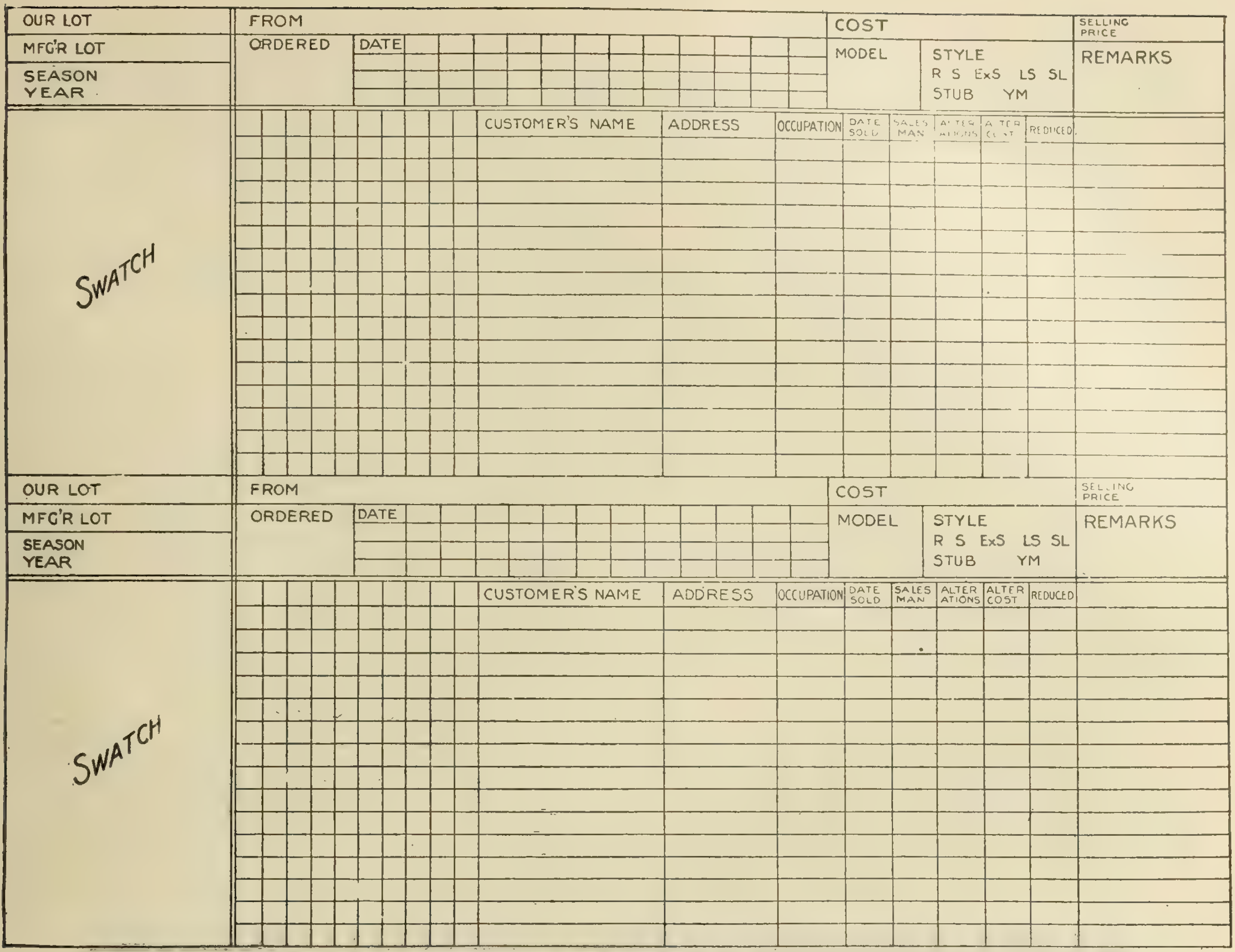
As the goods are received each size and suit is checked off in the upper squares and entered in the ruled spaces below at the right of the swatch. One line is allotted to each suit. If there are two, three or more suits of one size they should each be entered on a separate line, just as if they were of different sizes. The form has space for entering 15 suits to a lot, and if this is not sufficient the record can be extended down into the lower form on the same page.

Each suit is given a line on the form, so that the record of salesman, customer's name, address, cost of alterations, etc., can be kept in the spaces at the right when the suit is sold and checked off. This information is entered by the salesman on the blank spaces provided on the sleeve ticket. The sleeve tickets are all turned in at the office, and either at night or the first thing in the morning the information is entered on the daily sales record form.



DEPARTMENT																										
OUR LOT	MFGR. LOT	MANUFACTURER	DATE	COST	SELLING PRICE	DISCOUNT				DESCRIPTION																REMARKS.
						10	30	60	90																	

The permanent stock record.



OUR LOT
MFG'R LOT
SEASON YEAR
FROM
ORDERED
DATE
COST
SELLING PRICE
MODEL
STYLE
R S ExS LS SL
STUB YM
REMARKS
SWATCH
CUSTOMER'S NAME
ADDRESS
OCCUPATION
DATE SOLD
SALES MAN
ALTER ATIONS
ALTER COST
REDUCED

OUR LOT
MFG'R LOT
SEASON YEAR
FROM
ORDERED
DATE
COST
SELLING PRICE
MODEL
STYLE
R S ExS LS SL
STUB YM
REMARKS
SWATCH
CUSTOMER'S NAME
ADDRESS
OCCUPATION
DATE SOLD
SALES MAN
ALTER ATIONS
ALTER COST
REDUCED

The daily stock and sales record. Designed and endorsed by the Interstate Committee of Retail Clothiers' Association.

Copyright, 1912, Iowa Retail Clothiers' Association.

In the upper right corner of the form, under the space for entering cost, will be found spaces for marking the name of the model and checking the style, the abbreviations standing for "regular, stout, extra stout, long stout, slim, stub and young men's."

The idea of keeping a record of each suit, customer's name and address was considered a very valuable feature of the form by a number of the clothiers who were present at the interstate committee meeting.

* * *

Salmon Arm, B.C.—F. Slough, late of Merritt, is opening a gent's furnishing store here.

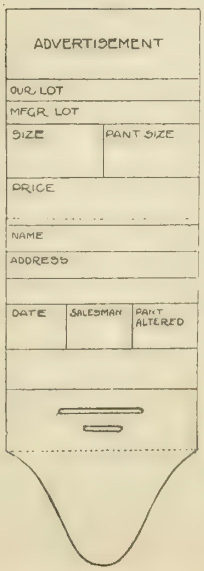
Provost, Ata.—R. C. Taylor has sold his men's furnishings store to G. L. Hamilton & Co.

Battleford, Sask.—M. McLarnon, late of Ottawa, is opening a gent's furnishing store here.

Wallaceburg, Ont.—Geo. J. Weber is opening a clothing store in the Geo. Taylor block.

Brandon, Man.—W. H. Ball & Co. have succeeded McWhirter & Ball in the men's furnishings business.

Brandon, Man.—The Peabody Overall Co., of Walkerville, Ont., have started manufacturing here.



ADVERTISEMENT
OUR LOT
MFGR LOT
SIZE
PANT SIZE
PRICE
NAME
ADDRESS
DATE
SALESMAN
PANT ALTERED

The sleeve ticket.

Making Plans for the Christmas Trade

Men's Wear Dealer is getting an increasingly large share of the holiday business—Campaign should be started early—A suggestion for a front canopy—Window display suggestions.

THE men's wear dealer has always commanded a big share of the Christmas trade. Of late years his share has been growing rapidly, due to two causes. The first is the very notable improvement in his methods of merchandising and the still more notable widening of the lines he carries. The introduction of attractive novelties has placed him in a position to appeal more directly and more successfully for Christmas trade.

The second cause is found in the tendency now shown to give useful gifts. Men have come to appreciate a gift which they find useful; and the fact that they appreciate that kind has become pretty generally recognized. Every man finds, in the assortment of gifts that he receives, articles which have been purchased from the furnishings stores.

The demand is two-fold. Not only is it possible to sell staple lines to gift purchasers, but the call is very heavy for novelty lines and specialties. Dealers have recognized this trend and are stocking novelties more each year. A brief remuneration of the lines which will be found "best sellers" will be of interest.

NOVELTIES FOR CHRISTMAS TRADE.

In the first place, there are an infinite variety of smoking novelties and supplies. Such goods as tobacco pouches, ash trays, cigarette holders and cases are all lines which are in big demand and which can be handled with profit by men's wear dealers. Carrying the idea further, a splendid trade is always done in smoking jackets. In fact, while every man who is addicted to the smoke habit probably possesses the smaller necessities of the smoker, there are comparatively few who have ever enjoyed the lazy luxury of a smoking jacket. To the puzzled wife or sister, who cannot think of what to give, the smoking jacket will prove a suggestion of value. In passing,, it may be pointed out that a window display of smoker's supplies, including jackets, will prove a real business-getter.

Fall opening or suggestive Christmas setting for representative showing of clothing and men's furnishings. Floral decoration, neat lattice and dividers to match are used with good effect. Dressed for MacLeod Co., Ltd., Prince Albert, Sask., by J. O. Carrier.

STOCKING OF NOVELTIES.

A great many dealers have hesitated about stocking such lines as smokers' supplies, card cases, brass novelties, etc., on the ground that opposition is too keen. These lines are handled by stationers and jewelers but it is not their exclusive privilege by any means. Such goods as appeal to men should be handled in man's exclusive store. Furthermore, the men's wear dealer has a better opportunity to sell them through his close connection with the men of the locality and need not fear the opposition of any other variety of store.

DEMAND FOR STAPLES.

There will, of course, be a heavy demand for staples. Pajamas, sweater coats, hats, neckties, gloves, canes and umbrellas will be in big demand. Careful study of the trend of his trade will show the retailer what lines he can push to best advantage.

PLAN THE CAMPAIGN EARLY.

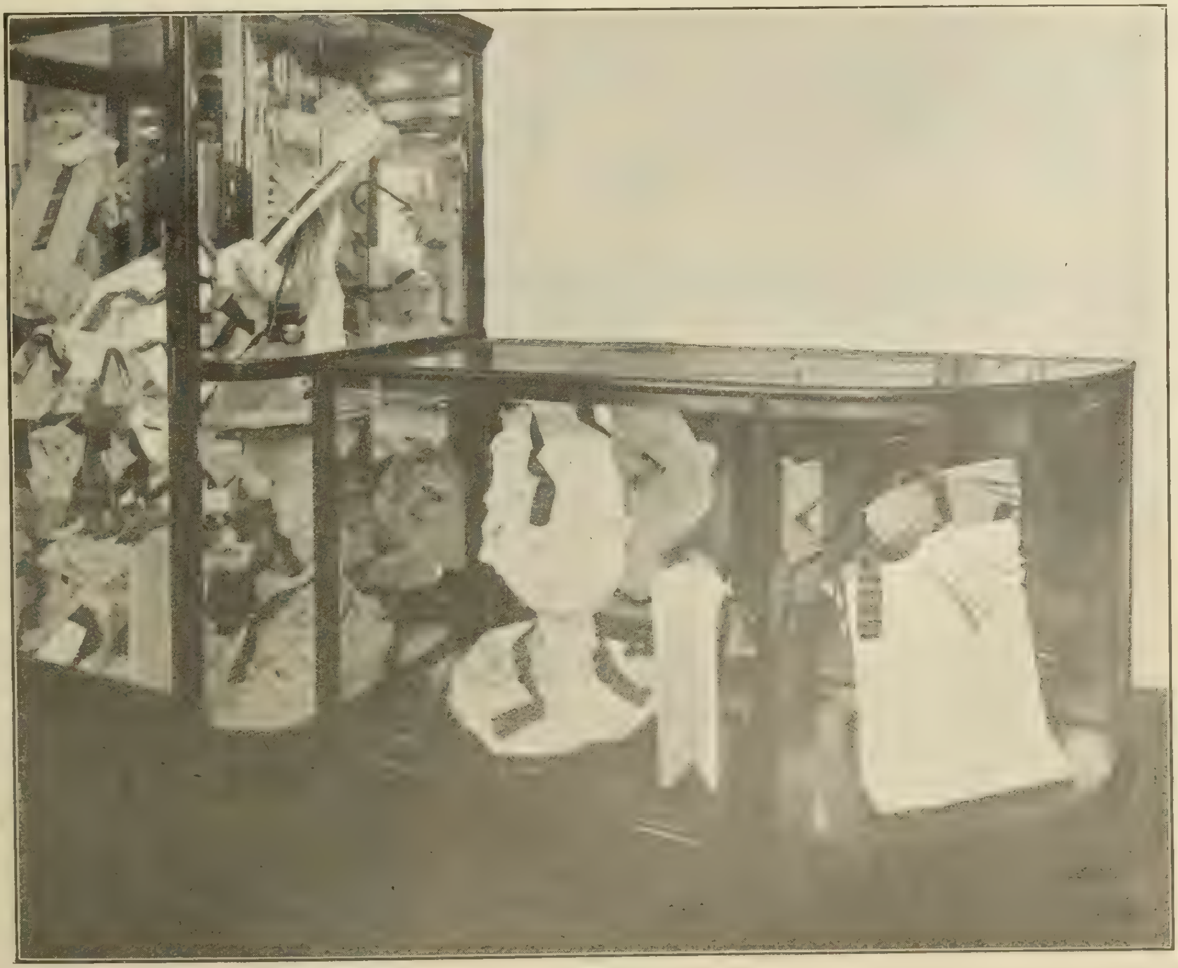
It is a first essential that the Christmas campaign should start early. One dealer states that he begins to advertise with a view to the Christmas trade by November 15, introducing the lines and styles which he knows will be big sellers during the holiday season. His Christmas display work is started by the first of December and continued through until the finish.

DECORATING THE STORE.

The store will require a holiday tone. Suitable window displays will serve to brighten up the establishment but some dealers go a step further and introduce decorative schemes for the interior. Green is the color almost exclusively used in decorative schemes.

A plan for the decoration of the outside of the store is suggested by a contemporary. The idea is to build a frame along the front of the store 10 feet wide, supporting it with cross pieces every 6 feet, the cross pieces made of strips of wood 1x2 inches. This frame is suspended from the front of the store and covered with ground pine or Christmas greens of any sort, woven into strips and tied from the outside edge to the upper piece of the frame about 18 inches apart. The result is a festive canopy extending out over the sidewalk.

This frame can be fastened to the wall by means of screw eyes in the wood and castings of the upper part of the show windows, lashing them together



Smart and suggestive cases of men's shirts and shirtings with gift accessories, in effective units. By Jerome A. Koerber, Strawbridge and Clothier, Philadelphia, U.S.A.

with light stove-pipe wire. It is found advisable to cover the ends of the frame with greens so that the canopy presents a solid appearance. The appearance can be further added to by installing small electric globes (preferably colored) at intervals of, say, two feet.

WINDOW DISPLAY PROBLEMS.

The question of introducing novelty effects into Christmas window displays is dealt with elsewhere in this issue. Many excellent suggestions will be found in the accompanying illustrations by well-known Canadian window trimmers.

FEATURING BARGAIN LINES.

The question of featuring bargain lines is a moot one. Many men's wear dealers do this while an equal number taboo it absolutely. Those who favor the idea do so on the ground that there is always a demand for cheaper grades of goods and that a splendid opportunity is thus presented of selling off left-over stock and stickers generally. The demand for such lines often comes in big bulk. Philanthropic gentlemen desire to send presents to charitable institutions and naturally they cannot afford the very best grade of goods. They will often buy a couple dozen caps or suits for an orphanage home or a supply of mufflers or mitts for the House of Refuge. By supplying this demand, the dealer can clear out any accumulation of stock which he has found difficulty in marketing in the usual way.

Those who do not follow the bargain idea, are influenced by the belief that it pays to keep up the dignity and appearance of the store. They contend that it is better to show the better lines of goods only at Christmas time. By following this plan, it is possible to make the store attractive in the extreme, the extra business accruing from this being sufficient to offset the returns from the sale of bargain lines.

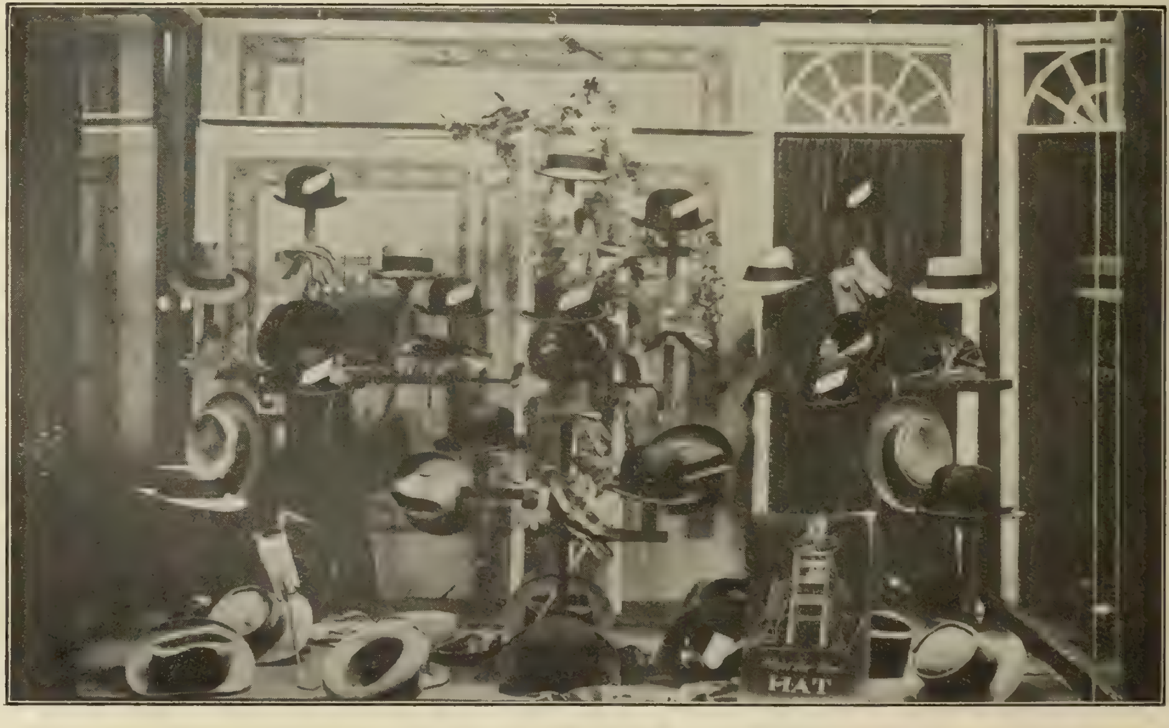
INTERIOR DECORATIONS.

The decoration of the interior is largely a matter of the proper display of the goods. If the most attractive and stylish lines are shown to good advantage in the store, good results will follow in the way of Christmas sales.

◆

Thirty-four Years of Cash.

"Some people predicted that I would last six months after applying the cash basis to my business, but I'm here yet and still taking my cash discounts," said R. E. Main, of Meaford, to the Review. Mr. Main has been in business thirty-four years and states that he was the first man to adopt "cash" in that place. He admits that it is necessary to carry a certain amount of credit in a town situated as Meaford is, but he added, "If you will give me $400 I'll turn my accounts over to you and you won't lose a cent." Mr. Main states that he is still a direct importer of certain lines and by placing reasonably well in advance has generally had good deliveries. The recent industrial troubles, however, interfered to a certain extent. The effects of last year's dock strike, he stated, were still apparent to the importer.



Hats shown with wall paper background and on adjustable stands. Floral unit in centre. The use of pedestals and cross-boards gives effective detail to each model. Gloves, canes, neat name and panel tickets complete the display.

GOOD ADVERTISING

The Christmas advts. must contain that snap necessary to suggest the store's appreciation of the event.

Extracts from an address before the Peterborough Ad Club — Advertising described as the "Capstone of the fortress of success" — The two divisions of retail advertising outlined

A COMPREHENSIVE address on various phases of advertising was delivered by J. McNicholl, of Cressman's, Limited, Peterborough, before the Ad. Club of that city at a recent meeting. Mr. McNicholl's address was a lengthy one and it will be possible to give the most interesting parts. Some extracts were as follows:

"It is no longer a question whether or not advertising pays, the problem is: 'How to make advertising pay.'

"The merchants of to-day who advertise do not do so because they are successful—rather, they are successful because of advertising. And this calls to my mind an amusing story of Mark Twain, the famous humorist: In his younger days he was editor of a Missouri newspaper. A superstitious subscriber wrote him saying that he had found a spider in his newspaper and asked him whether that was a sign for good or bad luck. The humorist wrote this answer and had it printed: 'Old Subscriber,—Finding a spider in your newspaper was neither good luck nor bad luck to you. The spider was merely looking over the paper to see which merchant is not advertising, so that he can go to that store, spin his web across the door and lead a life of undisturbed peace ever afterward.'

"I have been requested to tell something of the methods I employ in the preparation of advertising which produces results—advertising which brings the customers and makes more business—bigger and better business for the Cressman Co., the firm with which I am identified.

"Advertising is simply telling who you are, where you are and what you have to offer. We must not simply clothe our desire with 'Reasons Why' and convince the public that they really need what we have to sell. We must know our goods, know our store and know our public. Generally speaking, there are two classes of advertising for the retailer, viz.: The Bargain Ad. and "Good Goods at Good Prices.'

"There is an idea that advertising can be done without price-list work—that the new and the beautiful, the useful and practical, can be exploited in story form and a great business built up and kept growing. But let us be practical—almost every family has something of a problem in the question of making income equal outgo. It follows then that the Bargain Ad. is of great importance.

"The store that is to grow by advertising must have its advertising of many-sided interest. It must be humanly interesting.

"I do not think it wise for the average retailer—there are exceptions of course—to strictly taboo price-list work. Neither do I think it wise to advertise bargains unceasingly, for bargains are, after all, accidents of the trade, and if a firm has nothing but bargains it would imply that in that store chaos reigned supreme.

* * *

"Let us consider for a few moments 'Advertising good goods at good prices.' In this, we forget the price. Supposing at the commencement of the season we are advertising women's suits; we must talk style and quality—the way in which it is designed,

SOME BRIGHT EXTRACTS.

"Advertising is the capstone on the fortress of success."

"The more advertising we do, the more we study advertising, the more we come to regard it as the dominant factor in the retail business."

"Don't use big words. I believe the simplest language the best in advertising."

"I believe the retail merchant to-day must direct his advertising to the women of the community."

"In writing bargain copy, the first and foremost essential is honesty."

where the style originated, the workmanship which makes it retain its shape, and the splendid wearing quality of the material. If we are talking Wall Paper, we tell how it will improve the appearance of a room—how it will furnish a base for a decorative scheme—how it will improve the property and not increase the taxes. Let me say that in this class of advertising there is great scope for imagination. Michael Angelo painted the pictures of his imagination; Mozart wrote the music of his imagination, and the live Ad. man puts in a practical way in his ad. the thoughts of his imagination.

* * *

"The man may be President of the house, but the woman is the purchasing agent. Convince the woman that your goods are right and still sell them to the rest of the family. The woman studies where and what to buy—the man works to pay the bills.

"The modern department store directs about 95 per cent. of its advertising to women. A prominent department store man estimates that 60 per cent. of the purchasing of strictly men's goods is suggested or influenced by women. Take the great department stores of America, notably the John Wannamaker stores, Marshall Field, Selfridge, The Eaton Store, etc., etc. Are they not living monuments to the purchasing power of women."

Death of Jacob Ascher

Word has reached Montreal of the death in New York of one of this city's old fur traders. Jacob G. Ascher, who was born in England, came to Montreal early in life. Here he engaged in the fur trade, but found time for many outside interests. He was at one time champion chess player of Canada; was an officer of the Young Men's Benevolent Society, and helped to found the Baron de Hirsch Institute.

Twenty years ago Mr. Ascher moved to New York where he continued his activities in the fur trade being favorably known for his upright character and sound business methods. His death came suddenly at his home, 102 West Fifty-Fourth Street.

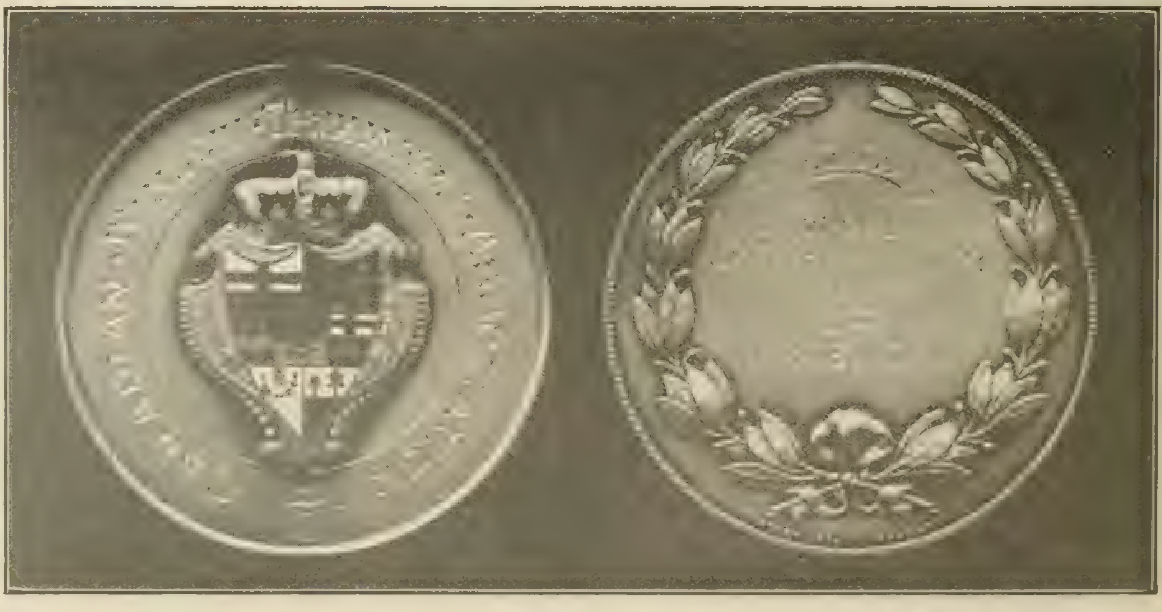
Besides a widow in New York, Mr. Ascher has relations in Montreal. H. S. G. Ascher, manufacturer's agent, is a brother; and Ascher Bros., manufacturers of furrier's accessories, are nephews.

W. A. House, president of the United Railways, which operate the street cars in Baltimore, is a far-seeing man. The women of Baltimore, it appears, have petitioned for lower steps on the trolley cars which will enable them to mount with ease, while wearing tight skirts. Mr. House has replied that the change in the cars will be made if the ladies will guarantee that their dress styles will not be changed.

Suitable Medals Sent

The medals awarded in the 1st annual contest of the Canadian Window Trimmers have been forwarded to the winners.

Instead of having a special die made, designs were chosen from a stock model, which is procured in Switzerland, and caused the delay. One side was tooled out, an enamel coat of arms set in and both sides suitably engraved with the name of the winner and class. The design and finish and quality is to be uniform each year.



Design of gold and silver medals awarded in the first annual contest classes 3, 4, 5, Canadian Window Trimmers' Association.

200 MEMBERS

SECOND YEAR OF THE C.W.T.A.

The field of usefulness of The Canadian Window Trimmers' Association is growing with the organization. Next year's program is to be of interest to window trimmers, cardwriters, advertisers and salesmen. Contests will be announced in January.

Renew your membership. Become a member now and do not wait for your fellow trimmer to ask you to join. The strength of membership is a guarantee of greater scope in window trimming and kindred professions. Send in your application.

—Be one of 200 live ones—

APPLICATION FOR MEMBERSHIP

Canadian Window Trimmers' Association

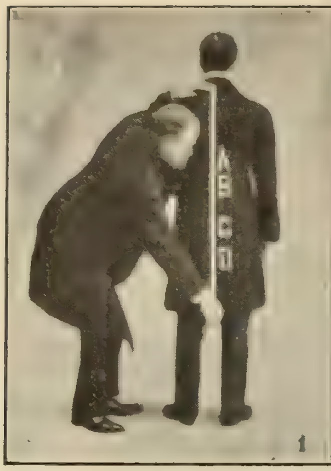
Secretary C.W.T.A.
143 University Ave., Toronto

I hereby enclose the sum of Two Dollars for membership in the Canadian Window Trimmers' Association. I am now employed by .... have had.................... year's experience as window trimmer.

Signed..............................

....

Dated.......................... ....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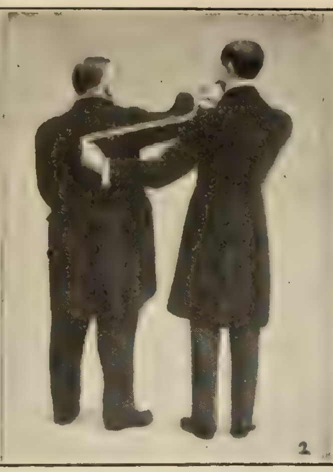
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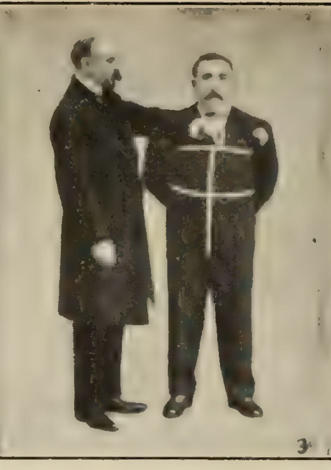
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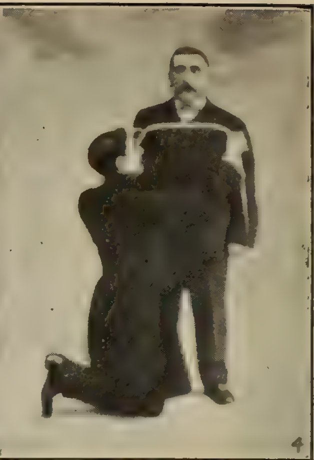
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A Practical Method of Measuring

System evolved to enable one man to attend to measurements — The different measures illustrated and described.

A PRACTICAL method of taking measurements without the help of a tailor has been evolved by Geo. Harrison, 18 Boulevard Montmartre, Paris, who publishes "L'Homme Elegant." The accompanying diagrams show the various stages in this system of measurement taking.

No. 1 illustrates measuring for sack coat length, cutaway, frock coat or dress coat. The measurements to be taken are: From the collar seam to A belt; from the collar seam to B for waist seam; from the collar seam to C for sack coat length; from the collar seam to D for the cutaway coat length; from the collar seam to the desired length for frock coat, dress coat or overcoat; from the collar seam to the ground for the height of the person.

No. 2 is from middle of the back for length of sleeve. The measurements are: From the middle of the back to the arm seam for the half width of the back; from the middle of the back to the elbow point, the arm half folded; from the middle of the back continued to measure along the arm for the sleeve length.

No. 3 is for chest and waist measures. Two measures are necessary, as follows: As on the picture, measures around the chest on the vest; around the waist on the vest.

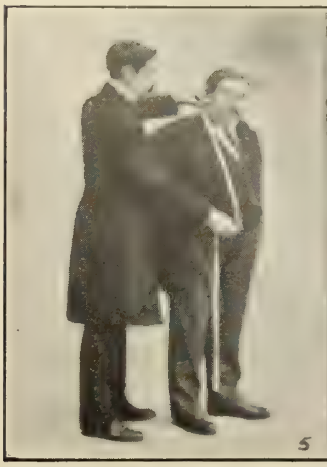
No. 4 shows the taking of width of the chest. The measurement is taken from the seam of one arm to the other. It is necessary to note physical characteristics such as straight or round back, high or low shoulder, short or long neck.

No. 5 shows: First, taking measurement (with left hand) from the middle of the back seam behind the neck to the first top button; second, the length from the middle of the back seam to the points of the vest as shown on the picture.

No. 6 shows the taking of the length of the outside seam of trousers. The measurement is taken with left hand exactly in the hollow of the right hip, measuring from the belt line to heel and shoe seam.

No. 7 shows the method of taking the inside length. The left hand touches the middle of the body and the measure is taken from there to the heel and shoe seam.

No. 8 illustrates waist, hip, thigh, knee and foot measures. The various measurements are as follows: Around the waist under the vest; around the hips; around the thigh; around the knee; around the ankle.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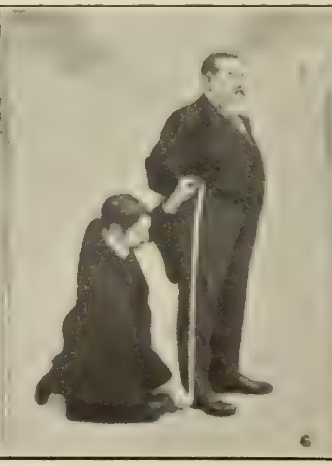
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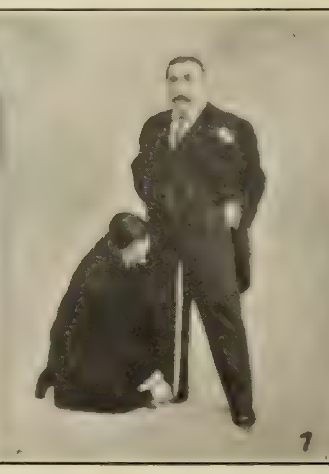
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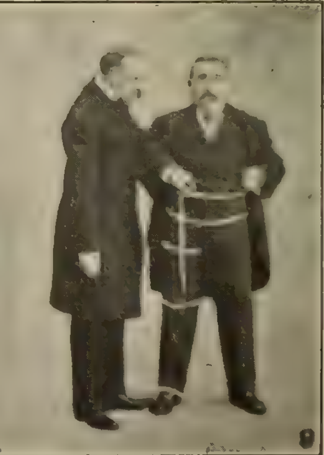
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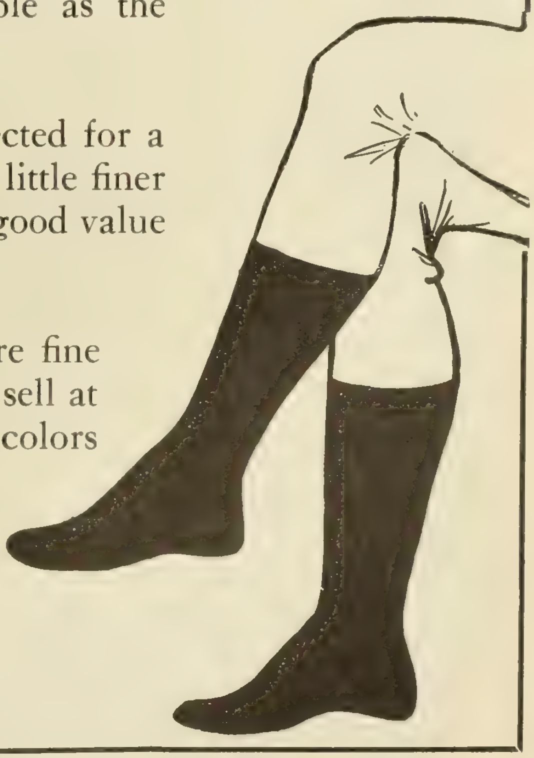
PEDESTRIAN SOX

EVER notice the tendency of the particularly well-dressed man to only pay a moderate price for his hosiery Why? Well, it looks just as good in most cases. It is honest value and it wears just as well and feels just as comfortable as the most expensive.



PEDESTRIAN is the name we have selected for a new style of half hose. This style is just a little finer quality, a little higher in price and just as good value as our celebrated "MARATHON SOX."

PEDESTRIAN AND MARATHON are fine gauge, high-grade brands of half hose that sell at the price most men pay and they come in the colors for which you will be asked.

YOUR WHOLESALE HOUSE CARRIES THESE BRANDS.

THE CHIPMAN-HOLTON KNITTING CO., LIMITED

Manufacturers of

SUNSHINE HOSIERY

REGISTERED.

Sole Selling Agents:

E. H. WALSH & CO.,
Head Office, Manchester Building, Toronto.

Branch Offices:

Hammond Block, Winnipeg
Coristine Building, Montreal

Resident Agents:

Vancouver, B.C.
St. John, N.B.

Head Office:
HAMILTON, ONT.

Mills at
HAMILTON, ONT.
WELLAND, ONT,

PARASOLS AND UMBRELLAS

Gift novelties and spring lines—Latest handles, values and improvements—Last minute gift suggestions for the christmas trade—Values at leading prices are superior to any yet seen.

NOVELTY and values in assortments of women's parasols and women's and men's umbrellas give buyers a splendid opportunity for featuring this department to the limit for Christmas. Preference—changing demand to secure "something different" according to trade—when catered to, has increased the selling advantage of this section.

Smart appearance in a tight-rolling parasol or umbrella in an exclusive box is the best of good taste in gift showings. Different manufacturers have presented their showings of handles, mountings, covers and frames or other improvements, which give this result. Some of the changes in modern frames are so simple as to cause wonder that no one thought of them sooner. Each buyer has to decide on the advantages with service in view. Style, smartness and value, as usual, rest with buyer's choice of handles, grades of cloth selected.

NOVELTY BUYING ALMOST COMPLETED.

Christmas novelty buying is almost completed some merchants also choosing Spring quantities for later delivery. In sizing up different ranges, usual conclusions are reached in judging best assortments and features for the season. Besides, this department, if properly handled, suggests the lines safe for Spring, leaving only the necessity of getting some sorting novelties for Easter.

TIGHT ROLLING EFFECTS.

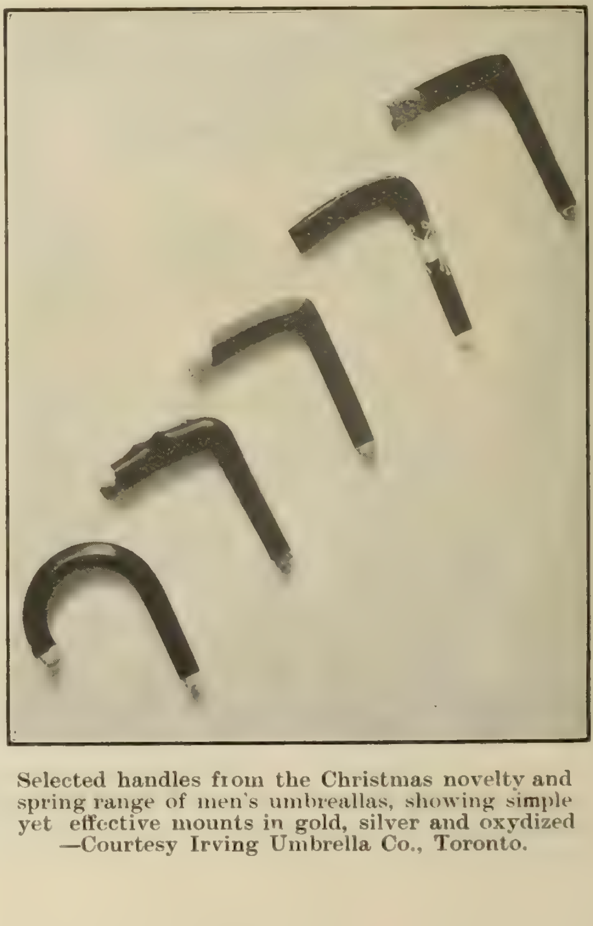
Tight rolling effects are almost extreme in parasols and umbrellas. Frames fit the post, perfectly; covers hug the frame. Paragon frames with exclusive improvements, which improve the appearance, will be among the salesman's talking points. Straight post and Broadway styles are examples of this. Tips unscrew to avoid knotting covers at the apex. A small top cap overcomes any moisture on handle. Tension of frame is not changed. Adjustable or suit case models are practical and fitted with latest devices which add novelty. All these improvements are to be considered.

Selection of cloths at current prices is on a very similar basis. Silks, silk and wool glorias, guaranteed levantinas and leader cloths at special prices with or without taped borders are to the fore. Weight and color are satisfactory at leading prices.

BIG RANGE OF HANDLES.

Ranges of handles are varied in fitting price. The tendency is for conservative designs. Buyers are gradually changing their proportions in selections in accord with novelty or the attraction of price, as applied to handles. Directoire, ebony and hand-carved effects are favored novelties. Assortments at $60 to $120 dozen vary from plain, carved and simple metal mounts on ebony or natural woods to chased gold, silver and gunmetal Directoires in approved shapes. Selections from $24 to $45 dozen give particularly broad choice.

For some time values in gold, silver or gunmetal post handles have been used as a sale medium and some excellent values to cost $12, $15, $16.50, $18 and $21, for leaders at $1.39, $1.69, $1.89, $1.95 or $2.45, can be offered by retailers for holiday trade. Naturally, for this reason and general utility, customers are favoring less elaborate designs in better numbers, with more dignity and conservatism.



Selected handles from the Christmas novelty and spring range of men's umbreallas, showing simple yet effective mounts in gold, silver and oxydized —Courtesy Irving Umbrella Co., Toronto.

An endless chain of more business

Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean an endless chain of MORE BUSINESS.

Perfect-fitting and comfortable (in crotch and seat). No other line of Underwear your store can carry will take so well, and you can be sure that every sale will be followed by another. And every new customer is another link added to your endless chain of more business.

Is your Pen-Angle stock ready? If not, order NOW.

PENMANS Limited
PARIS, Canada
Underwear, Hosiery
Sweaters

Pen-Angle UNDERWEAR

Heavy handles are selling to jewelry trade, which always has a call for elaborate effects and does not consider style tendency as do dry goods buyers.

A CONSERVATIVE TREND.

Preference in handles on men's umbrellas is also changing to more conservative lines. Plain ebony, simple metal mounts or wood in convenient crooks and natural knotted wood designs make a good assortment. Horns are still fairly good in cheap numbers.

Values at leading prices are superior to any yet seen. The stock assortments shown reflect this condition. With close-fitting silk cases, a seasonable box and neat ribbon favors, Christmas sales in parasols and umbrellas give the greatest return for the holiday attention. Salesmen have a pertinent last minute gift suggestion.

New Umbrella Styles

While the umbrella during the next month or so will not be an as much needed article as far as actual use is concerned, as at certain other seasons of the year, nevertheless the volume of orders coming forward to manufacturers and wholesalers at the present time is appreciable. The reason for this lies in the Christmas trade anticipated by retailers and which is already beginning to loom up large.

The trend of demand at the present is for plain, neatly trimmed handles that have not too flashy an appearance. Ebony handles are leading in favor just now, those in neat, plain, natural wood being in good demand.

One of the newest lines is the trimmed ebonine, a black enamelled handle, that appears to be meeting with a favorable reception. Another line that is taking well is the folding suit case umbrella and demand for it is increasing rapidly. On account of folding up so as to fit into an ordinary suit case, its convenience is a very strong argument in its favor, especially to those who do much traveling. A feature with some umbrellas of this class is the interchangeable handle, allowing different varieties of handle to be used on the one cover.

Just at the moment, gold nobbed umbrellas are in special demand, in view of the approach of Xmas, as this class is especially favored for presentation purposes. The same is true of canes, which are selling quite well for the Xmas trade.

◆

L. A. Volonsky has opened a men's wear store at Edmonton.

D Taylor has taken over the men's furnishings business of Derby Taylor & Co., at Souris, Man. Frank Kochen, the retiring partner is going into business in Assiniboia, Sask.

The Cardman's Query Column

Conducted by J. C. EDWARDS

Editor, Query Column.—I noticed a display in a smart store the other day which had apparently been arranged with great care. There was one feature, however, that did not appeal to me as advisable. The window was given over entirely to tweeds and there was such a large assortment shown that not more than a square foot of any one piece could be distinguished from the front. Then the goods had been puffed up in various shapes so that it was extremely difficult to get an accurate idea of the texture or pattern. To top it off, a show card had been placed on each piece of cloth. The cards were rather larger than the usual run of tickets for this purpose. There must have been at least fifteen of these cards in the window. The effect was rather startling. One saw little else but cards in that window. What is more, no one card "stood out" from the rest. It was a jumble, from which the eye passed without having gained any tangible impression. Is this good practice?

* * *

The fault mentioned is not by any means an uncommon one. Many window trimmers seem to have fallen into the habit of crowding their displays with too many cards. The results from this practice are decidedly negative. A show card is primarily intended to focus attention on an article and tell something about that article. It must carry its message to the person who inspects the display. To get best results from a show card, it must be given full play. It does not do to introduce too much opposition in the way of other cards, thus offsetting the effect. Ever try to follow all that was going on at a three-ring circus? If you have attempted that feat, you will appreciate the fact that you can really see more at a one-ring circus where you concentrate your attention on the one performance. At any rate, you see that one performance thoroughly and can appreciate it, whereas in the case where the attractions were so many, you saw just a little here and there. This simile bears out our point with regard to the use of too many show cards in a window.

From the description one would judge that the display in question would have been much more effective if the number of showcards had been reduced to at least half the number. It would, perhaps, have been better if a smaller sized card had been introduced. In a display of this nature, a ticket with the price of each piece would serve nicely.

"EZE"

(PRONOUNCED EASY)

SUSPENDERS

FOR XMAS

Super-quality webbing in elegant Holiday Assortment of plain, stripes or fancy colors, regular or smart narrow widths. Rustless metals, solid brass cast-offs, toughened cords. Nationally advertised, every pair guaranteed for one year.

In handsome individual Holiday boxes (as photo)	$4.00 the doz.
In regular half-dozen boxes	$3.80 the doz.

OUR MAIL ORDER DEPT. CAN PICK YOU OUT A CHOICE RANGE OF FAST SELLERS. JUST SAY WHAT STYLE YOU PREFER.

Xmas "EZE" in individual fancy top boxes

Get These Facts

We pay no royalties on the sale of "EZE" Suspenders. This saving goes into your profits —look at the prices above for proof.

"EZE" Suspenders mean the best and the most for your money. You can guarantee every pair of "EZE" to give thorough satisfaction for one year. We stand behind you.

"EZE" Suspenders are advertised in leading newspapers and magazines for your benefit.

Use your name with this free cut. Make "EZE" sales at your store and "cash in" on our general advertising.

This nifty cut free to dealers

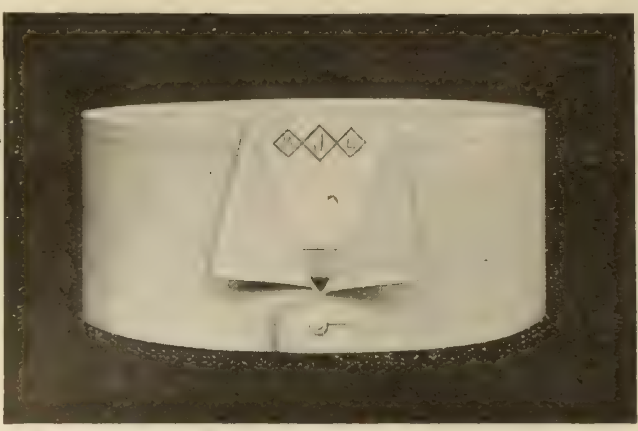
MAIL THIS COUPON FOR INFORMATION OF FREE EXPRESS OFFER

THE KING SUSPENDER CO. Gentlemen:—Please send me pamphlet telling about your FREE EXPRESS OFFER, and also about FREE display stand and dealer helps. M.	Name .... Address.. Prov......... ....

You Can Order "EZE" Suspenders from Your Jobber, Our Travellers or Direct.

The KING SUSPENDER CO., Toronto, Canada

Mfrs. of "King Quality" Suspenders and Armbands, "Morris" Pad Garters and "Champion" Suspenders



ARISTOCRAT

Front Heights: 2", 2$\frac{1}{4}$", 2$\frac{1}{2}$"

Save the Middleman's Profit

Our Collars are now sold direct to the retailers by our own organization. They are not sold to jobbers as formerly—our customers get the full benefit of the middleman's profit saved, in increased value in the goods themselves.

"M.J.L." Brand Austrian Collars

Two of the popular styles for fall in "M.J.L." Brand Austrian Collars, are here illustrated. These celebrated collars have a world-wide reputation for being first in style ideas and value. Our improved collars should have a place in your store. There is a big demand for goods of this quality. Catalogue showing styles and sizes sent on request.

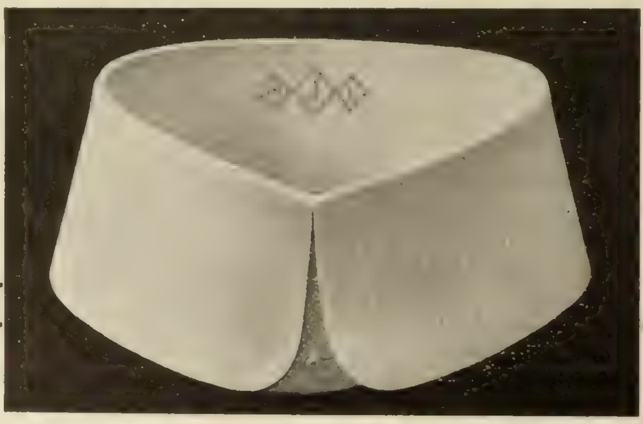
M. JOSS & LOEWENSTEIN

Complete Stocks in

TORONTO
28 Wellington St. W.

MONTREAL
59 St. Peter Street

VANCOUVER
801 Mercantile Bldg.



DORCHESTER

Front Heights: 1$\frac{3}{4}$", 2$\frac{1}{4}$", 2[illegible]"

AUSTRIAN SHIRTS

The best that Europe can offer in shirts. Fabrics woven in our own mills.

Our shirts are Custom Made and hand laundered.

Our Spring Line is most complete, and we offer many novelties.

M. Joss & Loewenstein

Offices and stocks in the principal
cities of the world.

PRAGUE, AUSTRIA
TORONTO MONTREAL
VANCOUVER

Original Effects for Christmas Displays

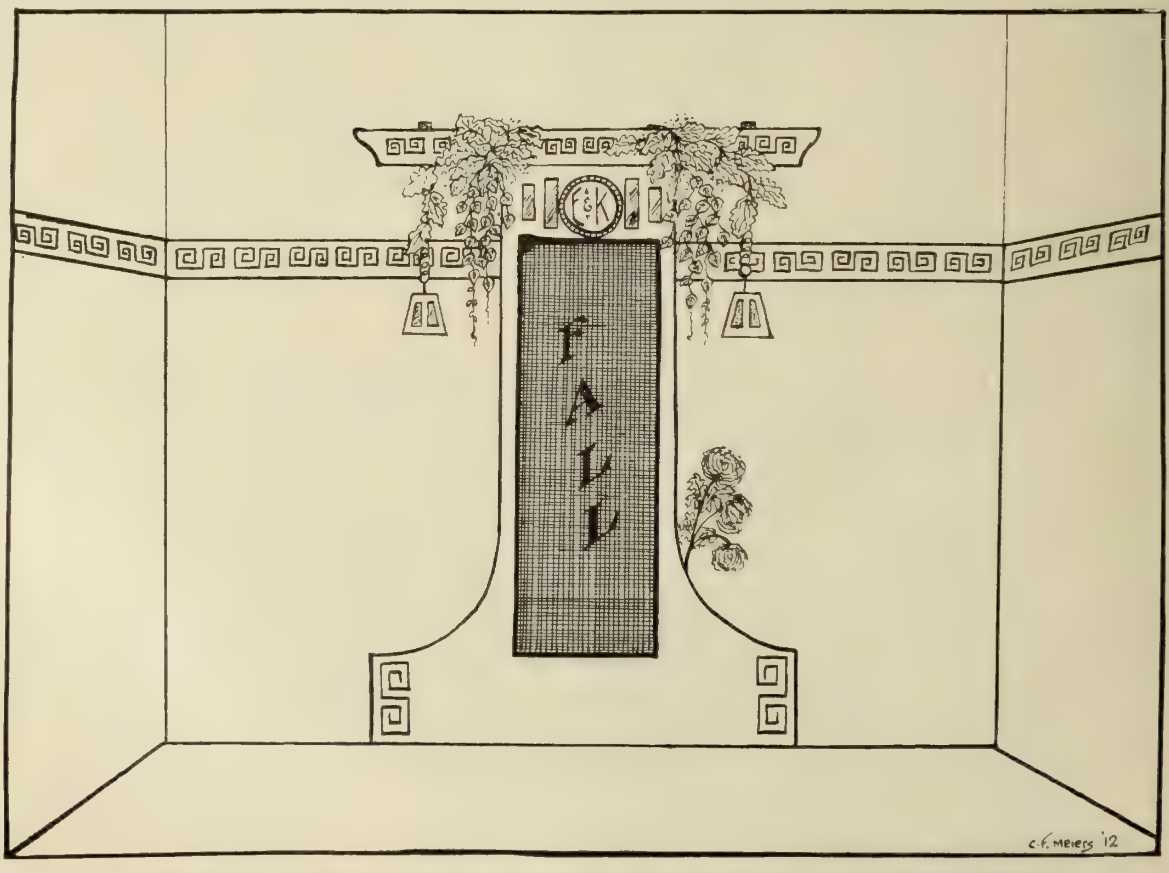
Special efforts are required at this season to make displays "stand out" — suggestion for a background which could be used to good effect — An original motion device.

THE window trimmer is always anxious to achieve exceptional results during the Christmas season. In the first place, the demand at that time is very large and there is accordingly an increased incentive. At the same time, opposition is much keener. Stores in every line of trade are brightened up for the Yuletide season. Business streets become one long succession of more or less gaily decorated and attractive store fronts and displays. To stand out from the rest, a display requires to have exceptional merit.

The problem of trimming a men's wear window does not present any distinctly different features at Christmas time than at other seasons. The decorative scheme will be varied to make the display seasonable but the general assortment of goods shown and the arrangement will follow the same lines as, say, for a Fall window. To achieve something distinctly original and at the same time distinctly redolent of the Christmas atmosphere, therefore, is a problem which presents some difficulties for the men's wear trimmer.

AN ORIGINAL BACKGROUND.

There is always a chance to secure original effects in the matter of backgrounds. The accompanying suggestion shows a background which could be used for a display of men's or children's clothing. The back frame is covered with muslin treated in a soft shade of mellotone. The centre column and pergola are made of ½-inch basswood, covered smoothly with muslin and painted with mellotone, shaded from tan at top to deep brown at bottom. Rectang wire, painted white, is used in the panel and deep red velvet is placed 4 inches behind the letters F.A.L.L. cut out of cardboard, painted gold and appliqued to the wire. The pergola top is painted in Grecian key design and the lettering and wreath are done in gold. The frieze at the top is finished in dark brown and gold maple leaves are applied. Natural prepared beech leaves in Autumn shades are placed over the top of the pergola



A suggestion for background which could be made suitable for Christmas display.

KANT KRACK

COATED LINEN

Collars

Pat. Feb. 20, 1906
" May 5, 1903
" Oct 27, 1908
" Oct. 27 1908

Style — plus Long Service Gives Satisfaction

That is what you get when you buy "KANT KRACK" coated linen collars.

"KANT KRACK" collars are up-to-date in style and the long slit back and flexible lip give them unusual wearing qualities and comfort.

These points coupled with the easy cleaning (just soap, water and sponge) have built up a demand for KANT KRACK collars all over Canada.

One grade only and that the best.

The Parsons and Parsons Canadian Co.
HAMILTON -:- ONTARIO

Wreyford & Company

Toronto
Wholesale Men's Furnishers

ORDER NOW
Cold Weather Specialties

"VIATOR CAPS"
Lined or Unlined
$6.50 to $10.50

The "Talma" Cap

With Ear Protectors
in Heavy Fleece Cloths.

Made by

Tress & Co., London, Eng.

Scotch Wool Gloves
With Dome Fasteners or Knitted Wrists

ALL PRICES

Wreyford & Company
85 King Street W. Toronto

KNITTED MUFFLERS

for Immediate Delivery

FIFTY DIFFERENT LINES,

3 to 6 shades in each line, at prices ranging from **$4.00** to **$72.00** per doz.

Plain, Fancy and Accordion Knits.

Artificial Silk and Pure Silk.

Absolutely the largest range shown in Canada.

Samples sent anywhere express prepaid.

Rush your order for Xmas Sorting.

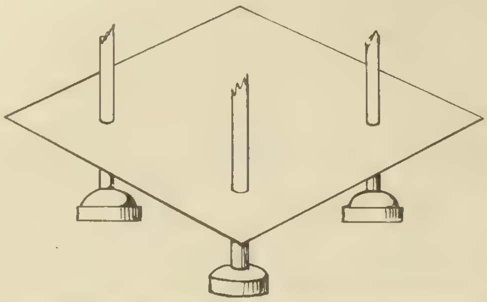
REGENT SHIRT CO., LTD.
149 Notre Dame St. West, -:- MONTREAL

and chrysanthemums to match at the base of column. Frosted glass shades, in which are red lamps, are hung on each side and give a pleasing effect to the window, when lighted. Sateen is used on the floor. Tan pebbled mat board in red and gold makes a suitable card. The complete cost would be about $22.50 for each window.

This background, while designed originally for use in Fall displays, could readily be adapted for Christmas windows. The elimination of the word "Fall" and the substitution of "Merry Christmas," or some other seasonable greeting, would transform the background into a suitable one for the holiday season. Natural or frosted holly with poinsettias and bells or lanterns would make a suitable decorative setting.

A MOTION DEVICE.

A motion device serves to give an original effect in many cases. Of course, the idea of motion in connection with window displays is not new by any means. It has been tried with the best results in practically all kinds of windows.



How motion devices were operated through window floor.

A new departure in this direction has been taken by the British-American Tailoring Co., Yonge Street, Toronto. The two store windows have been trimmed with Fall tweeds. In each are placed three figures on revolving pedestals. The displays have an unmistakable effect. One stops to inspect that window no matter how preoccupied or hurried.

The motion is supplied by the simplest of devices. The pedestals run through holes in the floor and are operated by clock work. Despite the unusual size of the article turned, the mechanism has been found to work smoothly and regularly.

* * *

Photographing a Window

Methods to be employed to secure the best results — Night is best time for the work — How reflections can be avoided

WHEN the merchant goes to the trouble of having a photograph taken of a window display, he might as well get the best results possible. One of the troublesome features that photographers, unaccustomed to outside work, meet with is reflection. This is frequently seen in windows received by this paper. Good displays are impaired for reproduction on account of buildings and trees from across the road getting into the picture. In fact, occasionally the photographer himself, with his camera, appeared in the picture, rendering it practically useless for reproduction.

The Review would suggest to dealers who frequently have windows taken by local photographers, that they study the suggestions given below so as to be able to advise the inexperienced commercial camera man. Every town and city has good portrait photographers. That is, they take good pictures of people inside their studios. But when it comes to commercial work they are at sea with regard to some points.

SCHEDULE OF IMPORTANT POINTS.

Retailers should remember the following points:

1. To get the best possible picture of a window display it should be taken at night.

2. The light in the window should be fairly strong, Tungsten lamps being preferred. Strong gas light or an arc light are also good.

3. All lights in the window should be concealed.

4. Photographs should be taken on a calm night as a strong wind vibrates the camera which should remain absolutely steady.

5. Photographer should stand just far enough away to get in the window itself.

6. The average length of exposure for a night picture is from 10 to 25 minutes, the time depending on strength of the light in the window and the colors. Some windows, however, have to be exposed from 30 minutes to an hour, this applying more particularly to dry goods stores where dark cloths against dark background are shown.

7. Prints should be made on glossy paper as better results are secured by the engraver from this than from a dull finish. Pictures for reproduction in this paper should be about 8 inches by 10 inches in dimensions and unmounted.

ELIMINATES THE REFLECTION

The reason why a photograph should be taken at night is obvious. It entirely prevents reflections and therefore does away with the greatest trouble. It does not matter whether people pass between the window and camera or not, although no one should be allowed to stand in front of either for any length of time. This would darken and dull a portion of the picture. A flashlight of a display at night seldom produces good results and should be avoided.

When lights are placed high up in the window, they can often be concealed by pulling down the curtain. Otherwise they should be covered so that they still shed light on the goods but that they cannot be seen by the photographer. Unless they are concealed the photograph will be blurred.

(Continued on page 88)

MARQUE DE FABRIQUE

PERRIN'S GLOVE

ENREGISTRÉE

GANT PERRIN

6½

DÉPOSÉ

PERRIN'S MAKE

WARNING

THERE are now on the market gloves which imitate the genuine PERRIN Gloves.

Every dealer knows that the object is to take advantage of the high reputation of the old established house of "PERRIN," and thus secure a sale of goods which—without the name—would be practically unsaleable.

Legal means have been taken already, in several countries, to stop any and every attempt to trade on our reputation, and the courts have sustained us in all cases.

The terms "PERRIN GLOVES"—"PERRIN'S MAKE" and our well known trade marks, are registered and cannot be used in connection with any other gloves than those procured from PERRIN FRERES & CIE.

Dealers are warned against any imitations of our gloves. Through the medium of the public press we will notify customers to be careful about the gloves they buy—to look carefully for our trade marks—and to refer to us should the occasion arise.

PERRIN FRERES & CIE.
MONTREAL

Forecast on Novelty Easter Neckwear

Christmas selling is now bulking in the minds of men's wear dealers — Early sales in Christmas novelties give an indication to January showings

THE selling of Christmas and holiday neckwear and matched sets for gift giving is the outlook for successful business for men's furnishers for the next six weeks.

Volume of Christmas novelty and Spring placing business has been so satisfactory that silks are entirely sold out or patterns withdrawn to fill immediate orders. Representative manufacturers have been well received and splendid orders booked. Some roadmen state that they could still do a fair amount of business if they could assure deliveries or if materials were available.

It is early to predict with any authority from manufacturers what novelties will appear in January in Easter novelties. Buyers are now visiting the mills and authentic information will be available within the month.

The trade at large is not interested in anything but Christmas sellers. Merchants have two options in catering to their share of the usual rush. First, combination sets packed in attractive individual boxes are featured to excellent advantage during holiday season. A different attitude is noted between exclusive furnishers and the general trade. Many merchants do not make this opportunity and depend on manufacturers packed sets rather than their own initiative in selecting stock from their own showings. Fine trade take advantage of price rather than sets in two or three pieces in individual boxes.

Gloves, ties, handkerchiefs, mufflers, hosiery, shirts and suspenders are appreciated and when given are usually better quality when chosen from stock. Both values and styles in prepared sets are all right in Christmas lines of confined manufacture, but selections do not give retailers the attractive prices which purchasers are willing to pay. Quality, style and tone are not left to the customer's taste or time in matching accessories.

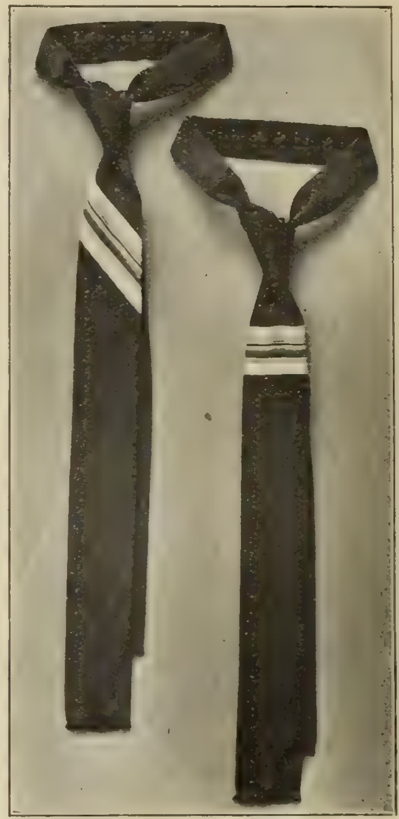
Suggestion is part of the Christmas success and customers appreciate the furnisher's authority in offering a good article or combining sets because of a better knowledge of stock. Furnishers can use this confidence and can add to assortments a few high novelties. If they are grouped, values are sufficiently good in each article to pass personal selection.

Salesmen have a good introductory to sell higher price novelties. Customers have the privilege to combine if they wish, but usually decide to expend their appropriation in a good article.

On the other hand some stores are apparently successful in grouping select gifts, which are suggested. Sizes are specified later and combinations appear to be to order and only limited by the price specified. There is a great deal more in Christmas merchandising for men's furnishers than to suggest a tie for no other reason than it proves an easy sale or a remembrance and serves the purpose of a more or less impersonal gift.

NECKWEAR LARGE END OF BUSINESS.

Selection is guided by family lines and neckwear is the large end of the business. Gift giving is usually confined to something required. If customers think of neckwear, when they can decide on nothing else, it is up to the salesmen to take advantage of the desire for something smart. And as a last resource customers can be made to think of nothing else than neckwear. A pretty box and a sprig of holly or mistletoe with a natty tie is as attractive to men's buyers as for women, who have numerous brothers, cousins, and boy friends and wish to remember them all.



Bias and bar, Roman Stripe ties, in under knot effect — Courtesy Sword Neckwear Co., Toronto

(Continued on page 88)

IMPERIAL BRAND

PURE WOOL

UNDERWEAR

We make a complete range of men's underwear, both winter and summer weights, in high grade wool and cotton. Our range includes

Men's Natural Wool
Men's Elastic Knit
Men's High Grade Imperial
Men's Double Thread
Balbriggan.

Imperial values are well known throughout Canada and are given a place in the best stocks in competition with other so called leaders.

See our splendid showing of Wool Underwear for present delivery. Big range ready for Spring.

KINGSTON HOSIERY COMPANY
KINGSTON ONTARIO

Beaver Brand for Christmas Trade

the trade of the best dressed

BEAVER BRAND

Are you planning on a big turnover of Sweater Coats during the Christmas season? You will only do the business you plan on and stock for; limit your stock and you will limit your sales.

The Christmas trade is well worth planning big for. It seldom disappoints.

We make all kinds of knit coats for men, women and children, toques, sashes, mufflers, hosiery and gloves. Also men's half hose.

Write to-day for samples.

Style No. 4675

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE:
J. N. BOYD, 373 BROADVIEW AVE.

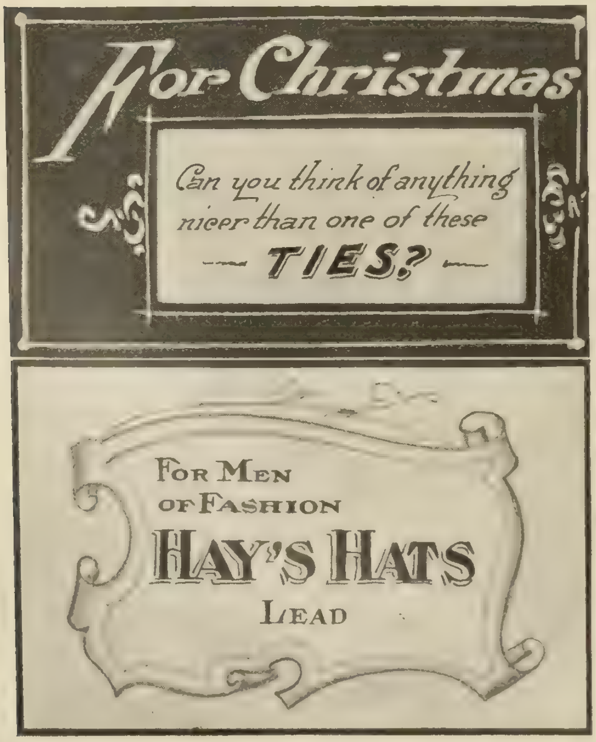
Window Cards for December Selling

Goods use should be made of cards at this season of the year — Some seasonable suggestions and how they are done — Cards with a drawing power.

(Written for The Review by Paul O'Neal)

THE month of December is given over almost exclusively to booming Christmas trade. There is no season of the year that opens up such trade possibilities. It is the one great harvest period for every merchant, no matter what his line may be. The public goes a-buying, and all kinds of merchandise is in demand. Those who do not happen to be in the toy and small goods lines must talk useful presents. Stores handling men's wear and furnishings must advertise and instruct their sales people to impress upon the people the advisability of purchasing presents that are useful and practical.

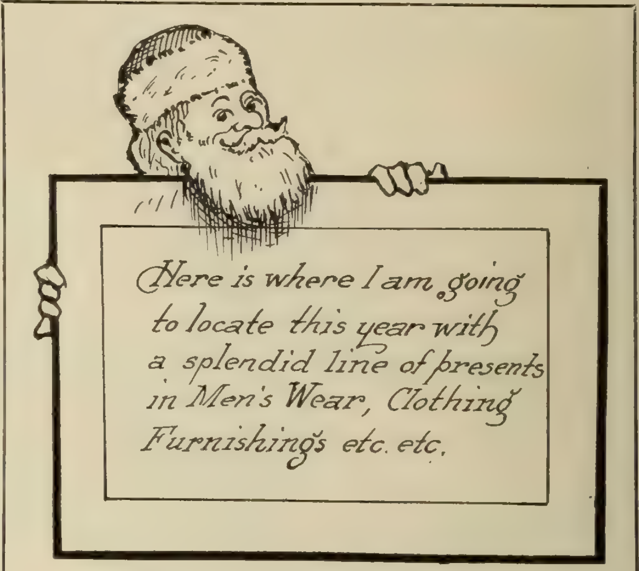
Cards can be used most advantageously both in the store and in the windows. Do not be afraid of changing them too often. They are silent salesmen that do not cost much and are very effective in results. Use plenty of price tickets. Price every article in the windows. There are merchants who object to this but the advantages are much in excess of the objections. It is important that goods used in window displays should be priced. Should the display be a line of all one-priced articles, then one large card with the price on it may be used and individual price tickets be abandoned. Should the articles be of various prices then one card may be used as a general explanation and small price tickets be used on each article.



Seasonable suggestions for showcards

DISPLAY GREETING CARDS.

About a week or ten days before Christmas, display your Christmas greeting cards. These should be used both in the store and in the windows. "The Season's Compliments," "A Joyous Christmastide," "Yuletide Greetings," are lines a little away from the ordinary "Merry Christmas," and make a pleasant change.


Here is where I am going to locate this year with a splendid line of presents in Men's Wear, Clothing Furnishings etc. etc.

A typcial christmas card suggestion

Those who handle men's furnishings have a wealth of offerings for the holiday trade. Even though the lines are confined to men's wear, it is astonishing how many young women buy men's hose, braces, ties, gloves, handkerchiefs, etc., for gentlemen friends for Christmas. And mothers, in addition to buying such articles as the above, buy shirts, underwear, hats, etc., for their sons. So the men's furnishing trade is one worth considering in this annual present-giving season.

DESCRIPTION OF CARD SUGGESTIONS.

We offer a few suggestions in window cards that may be helpful. The $12 top coat card is designed to use in a window where the line is all one price. It is a dark brown card, mounted on a white back, allowing enough projecting to make a good border. The lettering is all in white. The Hay's Hat card is for a mixed window of hats where price tickets must be used on each hat. The card is white and the scroll is in a subdued color of grey. The "Ties" card

Points

Button Holes do not get loose and bagged.

Shoulders do not droop.

Stylish, neat fit coat — retains shape during wear as well as a tailored coat.

Write us for a trial order

Best-Knit, Limited

Sweater Coats, Ties, Scarfs, Etc.

Brampton, Ontario

Ladies' and Men's Beaver Cloth Coats

Cut of our Galloway Fur Coat. Comfortable, Dressy, Serviceable.

With Rat and Sable Collars from **$10.50** up

Mitts and Gloves in all Leathers

Motor Gloves a Specialty

Galloway, Bronko and Buffalo Robes

Enquire about our indestructible Galloway Robe.

Write for Price List

The Delhi Manufacturing Co.

DELHI, ONTARIO

Star
SHIRTS
Are Made for Particular People

Star Brand Neckwear Novelties To Boost Christmas Sales

¶ The Christmas season, with its heavy demand for Novelty Neckwear has been planned on by us in the preparation of the most complete range of novelties we have ever shown.

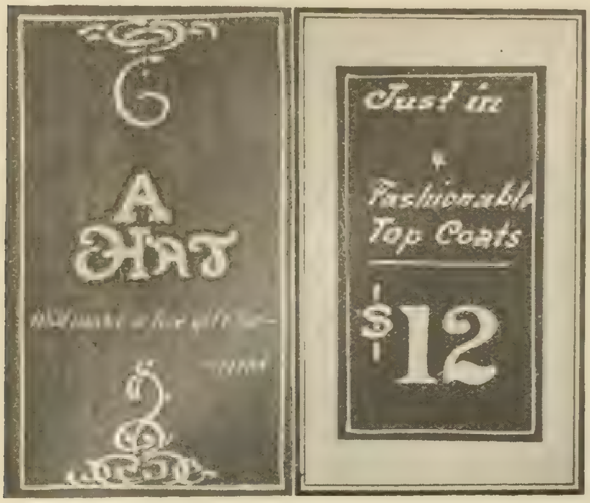
¶ Every number is a real, live novelty, and is sure to bring business to your door and to increase your possibilities of a record Christmas trade this season.

¶ Write to-day for samples and secure your Christmas stock now. Sort up your shirt, underwear and hosiery stocks.

VanAllen Company, Limited

HAMILTON

is brown with an opening cut in it and a white card pasted on the back. The lettering on the white card is in black and on the dark card in white. It will be necessary to use price tickets with this card. The Santa Claus card is done on a white card and the head and figure cut around, leaving the head to appear above and behind the card. The cap has a red top and the beard and hair are white. The face is flesh color although this does not come out in the reproduction. The lettering is in dark brown, in harmony with the cap. This makes a seasonable and attractive card. If you enlarge upon these suggestions you will reap a benefit in dollars and cents.



Ideas for small cards

* * *

Forecast on Novelty Easter Neckwear

(Concluded from page 84)

PROBABLE JANUARY SHOWINGS.

This season's selections and early sales on Christmas novelties give an indication to January showings. The height of the season's selling has been on border ends, bias stripes, a few Paisleys and brocades with a feeling for panel with neat contrasting color. Panel stripes are shown in exclusive stores and suggest a good representation of real novelty lines, as they promise to claim greater recognition. Early ranges were divided half plain and half shot in effects. Variety of patterns in neckwear are so broad as to suggest that almost all kinds of silks are to be good. Border ends will be good with neat patterns the feature. The feeling for brocades and the sprinkling in Christmas showings may be a forerunner of greater demand for allover or larger effects, which may prove the rule for novelty in later business.

It is a question about brighter colors and larger ties than present shapes. At present some of the colors and shades are particularly bright and many of the combinations are almost impossible in contrast to effect this brilliant effect. Merchants are likely to be influenced by good taste. While patterns are neat and small, the contrast is sufficiently marked because present styles do not call for a large tie. Fancies which lend themselves to a neat knot have the approval of exclusive shops. It is doubtful if the trade is ready for anything else at the present.

Men's clothing styles are expected to exert a still greater influence in colors, styles and the size of the tie. With the prevailing style of collar and high cut vests, the tie is not prominent enough in effect; with wing collars the tendency will be larger ties in contrasting colors and larger shape. For these reasons some changes may be noted. This is a prediction in favor of brocades and more marked designs on this order to give more prominence both to tie and pattern, which seems feasible to good dressers. Panel stripes will feel the effect in added color.

Price may offset this development but larger ties are in the merchant's interest because of better retail prices and exclusiveness. Manufacturers are confined by price limits to obtain better profits for furnishers, but larger ties are a means of raising the price limit to provide better margins.

* * *

Photographing a Window

(Concluded from page 82)

HOW DETAIL IS OFTEN LOST.

Some photographers stand too far away from the window to get the detail of the arrangement. When reproduced these become useless in the matter of ideas for others. If the sidewalk is fairly wide the man with the camera can stand on the edge of it. It should be distinctly remembered that a window is of little use unless the arrangement is obvious when it is reproduced in the paper.

Commercial photographers advise a "fast" plate for a window photograph taken at night. This is preferable to a "slow" one because the length of time of exposure is lessened.

THE DAYLIGHT PHOTOGRAPH.

There are occasions when a photograph has to be taken during the day time—particularly in smaller places where artificial light is poor—and a few elementary principles should be always recognized in such cases.

One is that the reflections are worse when the sun is not shining on the window. It is therefore desirable that the picture be taken in strong sunlight with the sun's ray's directly on the window to be taken. This kills the reflections and results are usually pretty good. Time length of exposure in daylight is, of course, greatly reduced in comparison to a night photograph with artificial light. One second is probably the limit.

Delay is Not Always Dangerous

Our travellers are now on the road with a full line for Spring, 1913, of the famous

"DEACON" SHIRTS

It will pay you well to delay purchasing your stock of Men's and Boys' Outing and Working Shirts till you have inspected our samples—the most extensive range on the market.

We are featuring shirts with separate lounge and reversible collars, and the demand for them promises to be greater than ever. See our exclusive styles and materials before ordering.

The "Deacon" Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario

Convenience

That's the strong selling point which makes such a favorite of

CHALLENGE COLLARS

They are durable, easily cleaned, long wearing, and styles are always up to the minute. Our Rubber Brand at $1.80 dozen, and our Pyralin Brand, at $1.50 dozen, are unsurpassed for quality and finish. All wholesale houses.

WRITE FOR SAMPLES.

The Arlington Company
of Canada, Limited

54-56 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Meeting Mistakes In Advertised Prices

**Should the published price or the correct figure be asked? — Merchants con-
contribute opinions on this problem — Fixing the responsibility for mistakes.**

THE question asked in the last issue of the Review dealt with the problem of wrong prices appearing in advertisements. It will be well to recapitulate the problem. A merchant sent in an advt. containing a feature at a certain price. When the advt. appeared, however, the price was wrong—figures had somehow become twisted, so that, according to the advt., the article was offered at fifty-seven cents lower than was intended.

The questions which the merchant would like to have discussed by other retailers are:

> Would you continue the sale at the published price, or would you make an explanation and sell at the intended price? Would you hold the publisher responsible for the mistake? How many proofs of your advt. do you insist on seeing before publication?

From the replies received, it is quite apparent that considerable difference of opinion exists. Some advocate bearing the loss entailed by the appearance of the wrong figure, rather than to incur the ill-will of customers. Others take the stand that it would be a bad precedent and state that under such circumstances they have refused to sell at the incorrectly published price, trusting to the common sense of customers to prevent them taking umbrage. It seems quite apparent, however, that the general opinion is in favor of meeting the advertised price. This is conceded to be a sound principle and, although its application may sometimes mean losses, there are many ways of turning the situation to good account.

A CASE OF COMPROMISE.

One dealer explains the steps that he took in a case of this kind, his procedure being somewhat in the nature of a compromise. The proper price was 17 cents and, on subsequent reference, it was found that the figure had been marked clearly and unmistakably on the copy sent to the newspaper office. A proof was submitted and the advertiser found the price set as 7 cents. He corrected it and sent it back to the office with a request for a revise. The revised proof was submitted but the price was still wrong. The advertiser called up the manager of the newspaper and explained the matter to him, requesting that he personally see to the correction. The advertisement appeared, despite all these precautions, with the price marked 7 cents. It was found on investigation that the correction had been made but that the figure 1 had dropped out while the form was being taken to the press. This did not lessen the liability of the publisher, in the opinion of the advertiser, but he decided not to press his claim. Instead he instructed his card writer to prepare a card explaining the mistake and giving the intended price. This was placed in the department where the goods were shown.

* * *

At Published Price

William G. Brown, Cowansville, Quebec, takes the view that the sale should be continued at the published price. He says:

"I would continue sale at published price; to do otherwise would be detrimental to the best interests of the business and would shake confidence in future advertisements. Confidence is one of the greatest essentials to successful business. A good rule is to avoid explanations. They spell weakness and the public do not take kindly to them.

"I would hold the publisher responsible for the mistakes and have it so understood at time of making contract.

"I consider it necessary to have at least a proof and a revised proof of the advertisement before publication."

This letter makes some good points. Explanations are not always accepted in good grace by customers, particularly if the matter involves the payment of a price considerably higher than they had been led to expect.

The point made by Mr. Brown that he considers it necessary to have a proof and a revise is an excellent one. Under ordinary circumstances this procedure precludes the possibility of mistakes occurring.

* * *

Unwise to Recall

J. M. Devine, St. John's, Newfoundland, writes:

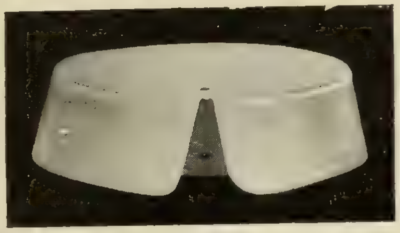
"In my opinion, to recall would be a very unwise policy in a case of this kind. Let us reason it out:

"The buying public are prone to look upon any coddling with an advertisement in the way of an explanation with much disfavor. They invariably assume that, when specified figures appear in print for certain articles, they are permanent and will remain so until advertisement is removed. If the time-honored slogan that a 'satisfied customer is the best advertisement' holds good, we feel safe in asserting that a disappointed customer is without doubt the worst advertisement.

"And the disappointment in this case is intensified by the fact that the reader is told, after approach-

S-D-Collars

S. D. Collars Have Reached the Point of Perfection



They look like linen, but are without the disadvantages of linen. They require no laundering for they can be cleaned in one minute with a wet sponge. No rubber odor or breaking like rubber collars. They are perfect water proof linen collars, nothing more or nothing less.

Linolo (Interlined)	**at**	**$2.00**	**List**
Lima	**"**	**1.50**	**"**
Peerless	**"**	**1.25**	**"**

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The SMITH-D'ENTREMONT CO., Limited

1475-77 QUEEN STREET WEST, TORONTO

The Jackson Bloomer For Boys

Dealers who handle "Jackson Bloomers" are steadily building up trade in their Boys' Clothing Departments.

Jackson Bloomers are stylishly and neatly made, therefore they please the boys, and because they are WELL MADE (thus ensuring long wear), they please the mothers.

Put your Boys' Clothing business on a sound basis by stocking "Lion Brand" clothing. If you don't already know this line, write for samples and prices.

The Jackson Mfg. Co., Clinton

FACTORIES:
CLINTON GODERICH and EXETER

Styles and Colors That Please

To sell readily a sweater coat must be of a style and color combination that will please the customers.

We make this as imperative as the high standard of quality of the famous

Dominion Brand

sweater coats, and our many years experience has taught us what color combinations are most popular.

You had better be on the safe side and stock the ever reliable Dominion Brand sweater coat this Fall.

WRITE FOR SAMPLES

A. BURRITT & COMPANY

DOMINION MILLS
MITCHELL -:- -:- ONTARIO

ing the store and asking for goods at figures advertised, that what the paper said was false, not correct —that such was not meant.

To sum up then, we condense our opinion in the following sentences:

(1) That the goods should be sold at advertised prices.

(2) That if the loss was a serious one, more than the article could bear, change the advertisement immediately, provided proof had not been read.

(3) That,if proof had been furnished to store and corrected, the publisher should stand the loss of advertiser.

(4) At least two proofs are necessary to assure accuracy, particularly when the advertisement is a half or full page and one charged with special ammunition."

This is a straight, out-from-the-shoulder statement which is well worth consideration. The writer has placed his finger on the most vital point of the controversy—the danger of destroying confidence in the reliability of the store advertising.

* * *

A Matter of Precedent

The other side of the question is espoused by a dealer who bases his objection on the ground of precedent. He says:

"It depends upon the nature of the mistake. If it is a matter of a few cents only, it is probably just as well to make no effort to rectify the mistake but to sell at the advertised price. Even this rule should not be too elastic. On sales the price is often cut just as low as one can safely go and then to be forced to sacrifice still further, to make good a printer's error, will often mean an actual loss.

"If the mistake represents a large cut, I feel that it is not safe to live up to the price. If the article is one for which there is a more or less steady demand, to allow the wrong price to go is misleading. Supposing it was intended to sell the article for a special price of 39 cents and the printer makes it 29, the merchant letting the stock go at the latter price. Next time a customer asks for this article and is told that it costs 45 cents, the customer will not understand the discrepancy. 'I got one here some time ago for 29 cents,' he will say. The salesman then has to go ahead and explain all about that old mistake. It may sound like a mere excuse, to the customer, for asking an exorbitant price.

"One may well ask the question, 'Is it not better in the first place to ask the right price and explain why than to sell at a misleading price and be kept explaining afterward? Is the one method more likely to create ill-will than the last named?'

"Precedent is a dangerous thing, especially price precedent."

While there is undoubtedly good reason to fear explanations afterward, the merchant can always advance the reason that the low price was a "leader," that it was away below cost and was offered for the sole purpose of attracting trade to the store. This explanation will be accepted and it will impress on the customer the advisability of watching the store ads. in future for more "snaps" of that kind.

* * *

If Marked Too High

The replies and suggestions quoted presuppose one thing, viz., that the price is wrongly quoted in a downward direction. Suppose that it were the other way around, that the price was marked too high? What then?

None of the replies received took up this contingency but it is quite as likely to occur as the other. Merchants who have been approached on the subject seem to agree that a mistake of this kind is, on the whole, more dangerous than the other variety. It not only kills the sale for the time being but it is likely to make people think the store is charging high prices.

One merchant states that he had a mistake of this nature occur with the result that what had promised to be a popular sale was nipped in the bud. The line offered was a seasonable one and a brisk seller, so, when customers failed to put in an appearance the following day he reached the conclusion that people had been sufficient judges of value to perceive that the price quoted was too high. To correct the impression thus created of the values he was offering, he inserted a prominent notice in the paper next day calling attention to the mistake. This course is a wise one to follow in such case.

* * *

Is Publisher Responsible

One consideration is left. Is the publisher responsible? It is impossible to give any hard-and-fast opinion on this point, as circumstances materially alter cases. The best way to fix responsibility is to have a definite routine in the matter of proofs, etc. If the publisher sends proofs and revises of every ad. and the merchant carefully reads his copy over, there is little prospect of msitakes cropping up. In case something does happen, it is always possible to trace the mistake and fix the blame.

It is well to have your advertising contract cover this point.

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

Window Dressing

is one of the most important silent salesmen a merchant can have.
With very little effort windows can be made very attractive and so strong as to compel passers-by to stop and look and then come into your store and buy.
This is particularly the case if the windows are dressed with advertised goods.
For instance, **if you dress your windows now with**

CEETEE UNDERWEAR

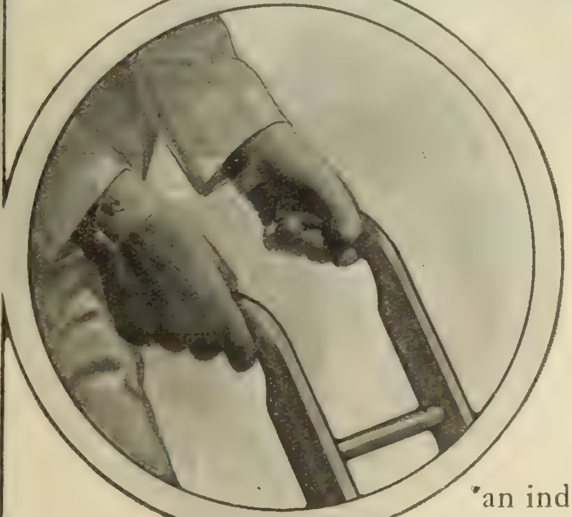
While our heavy advertising campaign is attracting the attention of the public all over Canada, it will connect your store directly with the advertising and bring people into your store with their minds made up to buy CEETEE UNDERWEAR.
Dress your windows with CEETEE now and note your increased sales.

THE C. TURNBULL CO. OF GALT, LIMITED

GALT **Manufacturers** **ONTARIO**

Also manufacturers of Turnbull's high class ribbed underwear for ladies and children, Turnbull's "M" Bands for infants, and CEETEE Shaker Knit Sweater Coats.

611



New Features

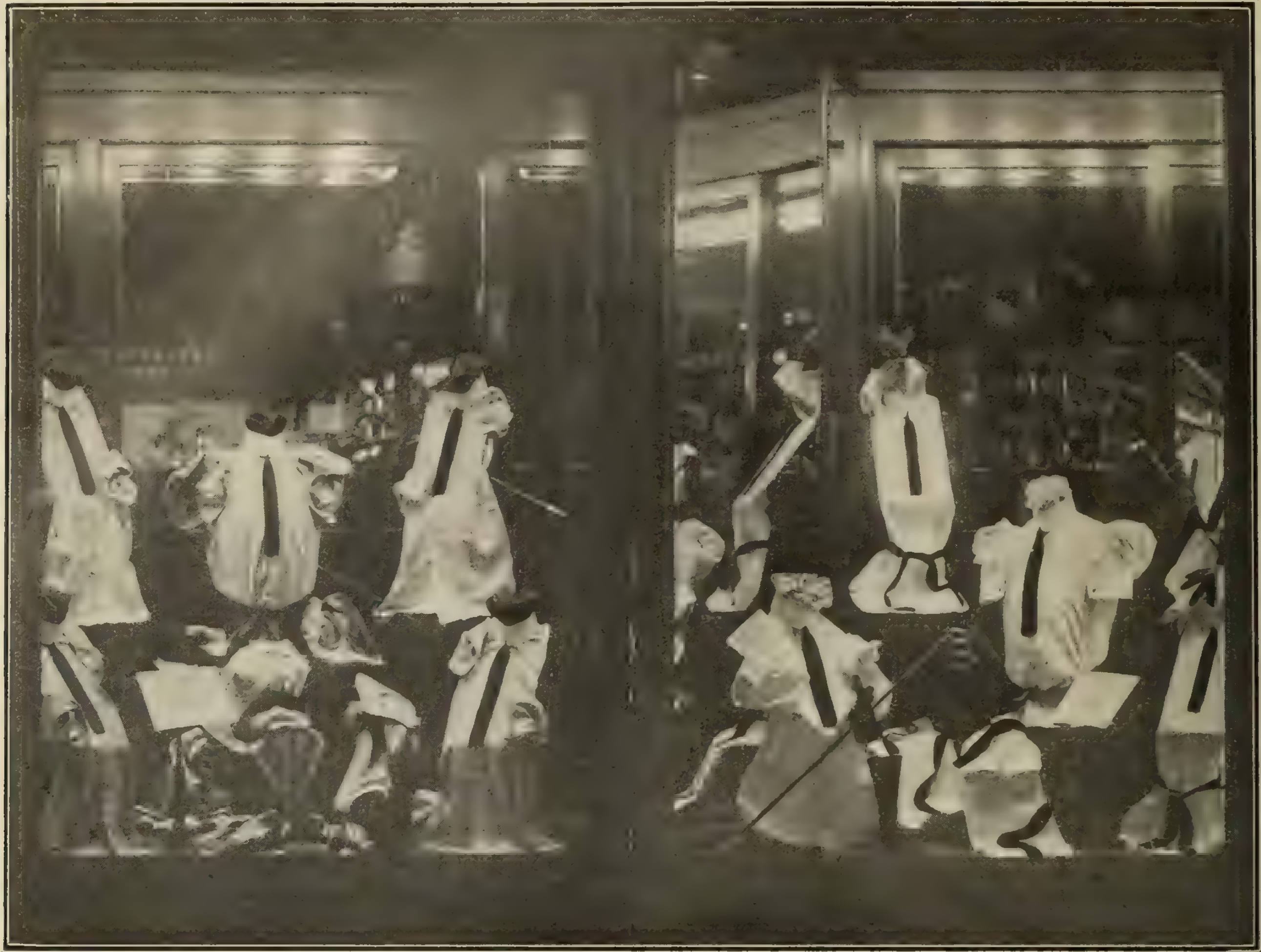
The Universal demand for "Asbestol," Eisendrath's Celebrated Gloves and Mittens, was built as a result of a careful study of what was needed by the trade at large. Every number in the entire line is made to fit an individual need. The line is also characterized by new features—"Specialties" which are brought out as trade builders.

"Asbestol" Gloves and Mittens stand the effects of steam, heat and water. It's a good line for you to know—a dependable line for your trade. Your jobber has the stock and will be glad to supply you.

ASK FOR A COPY OF OUR NEW CATALOGUE.

Eisendrath Glove Company :: Chicago

Good Arrangement in Small Windows



TWO neat groupings in small space, showing neglige shirts, hand crochet ties, hosiery, handkerchiefs and canes in effective layout. Simple stands are used. Each garment is prominent, and the arrangement is sufficiently neglige and seasonable as to appeal to prospective customers. Each suggestion is correct in detail of advance style, and good taste, so essential to careful and well informed dressers. The grouping enhances the merits of the goods displayed from their selling standpoint.

Ask Your Wholesaler For "WESTFIELD"

SCOTCH KNITTED WOOLLEN WAISTCOATS

¶ You are losing business this Season if you have not a stock of these in your store. Most wholesale houses are carrying the "WESTFIELD" lines, and there will be no excuse for not getting your share of profits next Season arising out of the great popularity of this attractive and serviceable garment.

Make Sure it is The "WESTFIELD" Brand You Buy---It is admittedly THE line for:---

FIT
STYLE
ELEGANCE

SELLING AGENTS TO THE WHOLESALE ONLY

SEWARD BROS.

251 St. James Street
Montreal

Phone Main
4179

SHIRTS, COLLARS AND CUFFS

Shirt sales, placing orders and confidence the feature — Some buying conditions evident in Spring selection — Quantity buying later with early orders covering stock requirements — Values and styles with departmental conditions

COMPLAINTS are heard in some quarters that shirt placing for Spring 1913 is not as good as a year ago. Suggestions for a change in retail methods are heard. However, the volume of business is fairly satisfactory and manufacturers are busy preparing for April shipment. A general trend is felt that merchants are disposed to buy later and watch closer for any novelties in cloths and patterns. Others are satisfied to wait until after stock-taking and divide their orders, hoping to gain any advantages that appeal in comparing ranges.

The season of Summer shirts is getting longer, with sales on negligees increasing in ratio to starched cuff makes or pleated styles. Samples showing in March for Fall, combined with the demand for double cuff negligees and clearance of factory lots in July give merchants an advantage, which is not conducive to early buying. Four sample ranges instead of two meet the requirements of the trade. Novelties shown for repeats help to tone up stock. Success indicates that merchants are applying the merchandising idea with better result than heretofore. Buyers can usually get enough shirts.

There is no limit to the quantity of shirts which merchants can sell during the periodical shirt sales, provided values and advertising in promoting them are skillfully handled. Buyers are therefore preparing with greater foresight and placing fair lots for early shipment. This leaves an opening to handle quantities. Stock is kept fairly representative of the season's novelties and staple assortments; and buyers are expecting to be approached or to use their orders to secure values for their shirt sales. Quantities are growing, as confidence in results is more apparent.

Placing orders is no longer an indication of merchant's turnover and his confidence in choosing a representative novelty showing is not relative to actual sales for the coming season.

Another buying change is noted protecting sales in the collar department. All negligee shirts over $12 dozen are ordered with bands instead of soft collars. This means increased collar sales four to one. Men usually buy three collars for 50 cents and do not have the one on the shirt to wear out in the meantime. Novelties in stocks in the collar department add tone for a short time during the Summer season when exclusive novelties are featured.

No departures are seen in the different ranges, cloths, patterns or values from the opening showings. Madras, Soiesettes, percales, zephyrs and prints, with a preference for mercerized plain or self-embroidered cloths, white, tans, soft blues and grays and stripes in the heavier fabrics cover the average ranges. French double cuff styles and starched cuffs are proportionate to price and material. Stripes are good in plain and pleated bosom shirts and the use of single, double and three-line combinations are effective. Finer stripes are preferred but sufficient color is required to give contrast and some smart stripes in two colors are taking well at the different prices quoted.

Ranges of patterns in sample books and quoted at $9 dozen are immense. Numerous stripes in white with blue, tan and black make up a choice assortment to the dozen. Better values of course run more to fancies but a buyer's option at $10.50 and values at $12 in the same neat and effective designs and colorings in the same cloths, but either pleated or soft front styles in finer percales give variety to shirt stocks that improves last year's showings.

In better values selection is limited by novelty or extent of trade but early orders show that furnishers are toning up stocks with some natty lines. Merchants select values at $15 and $16.50 dozen, which easily bring $2 each and a right profit.

New Ideas in Skin-Lined Coats

Though prices of sheep skins have advanced, it is not likely that there will be a corresponding advance in sheep skin lined coats this year. The manufacturers, fortunately, bought at a favorable market, and they are thus enabled to manufacture the coats as cheaply as ever.

Some improvements in this line have been made, as the trade will see when the travellers start out about the first of the year. One company, for instance, has added a patent wind shield to their model. This shield not only keeps the neck tight, preventing the throat getting cold, but rising to the tip of the chin it gives protection and friction enough to prevent freezing there.

Gift Boxes For Christmas

YOUR Customers Want Them

The best of their kind—fresh, attractive goods that will show you a profit and sell.

Holly Individual Boxes
for Handkerchiefs

Combination Sets for Men
Silk Hose, Handkerchief and
Tie perfectly matched

Men's Ties in Individual Boxes
Men's Braces in Individual Boxes

Your order can be filled now.

The W. R. BROCK CO., Limited
MONTREAL

Goes to Canada

Charles H. Potter, who has been at the head of the knitting department of the New Bedford (Mass.) Textile School for several years, has resigned. Mr. Potter is to become manager of the hosiery mill of Penman's, Ltd., Paris, Ont. The knitting department of the New Bedford school was established by Mr. Potter about ten years ago and has afforded students every facility for studying this branch of textile manufacturing.—Textile Manufacturers' Journal.

◆

Men's Store Planned on Original Lines

(Concluded from page 55)

chances, however, are that few will go out without making a purchase.

Underneath all these cases, by the way, are deep drawers, running, as do glass doors and all other drawers, upon ball bearings.

Near the centre of the store, just behind the hat department, is the office, where clerical work will be done, and where payments will be made. It is convenient for all departments.

THE SUIT DEPARTMENT.

More clothing cases, arranged in the hollow square form which gives such a large degree of privacy, stand behind the office. These ones are devoted to suits. There the purchaser is taken to the section where models of the size he requires are shown. Scanning the large array which is clearly visible, he will select the styles and colors which especially interest him. These will be taken down for his closer inspection.

SHOWCASES IN CENTRE.

In the centre of the store, occupying points of vantage on the ample floor space, are arranged some ten showcases—some for the display of vests; some for showing jewelry, cuff buttons, tie pins, studs, full dress sets and the like; others to show overcoats, and still others in which dressed figures may be placed. A number of these cases are particularly well adapted for their purpose, the vest case, for instance, being constructed with a glass top, which makes all within visible, and which, equipped with drawers, enable a wide variety of vests of one size being drawn out and submitted for closer examination.

The store, as will be seen, gets light both from the wide front windows, and from other windows at the back; but there are also large skylights which prevent any dimness in the centre of the floor. Many electrical fixtures, attached to ceiling and to display cases, afford fine artificial light.

The establishment, which is only opening now, is not yet in perfect order, but it is evident that it will afford splendid service.

◆

For a good many years it has been the custom to die the yarn used in Madras cloth, but of late, certain manufacturers have adopted the practice of dying the cotton before it is spun into the yarn. This it is claimed, makes the cloth hold its color better. Tests seem to substantiate the claim, for under the new process, materials have been bleached in costice soda and have lost none of their fast colors.

BROWN & ARMOUR
Manufacturers' Agents
P.O. Box, 175 Station "B" Montreal, Que.
Before completing arrangements for additional sample room space, we are prepared to represent two or three first-class firms in Montreal and Eastern Canada, or covering the whole of Canada if necessary.
Highest credentials as to character and ability can be furnished.

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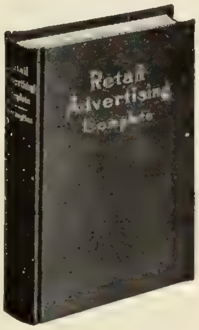

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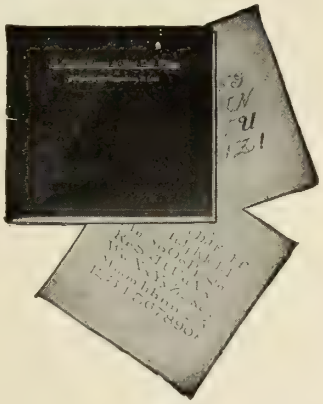

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Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

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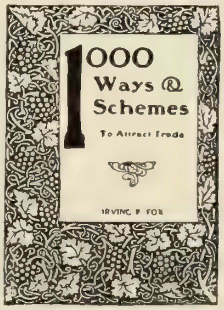
A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points A Sign That Made Money for its Maker Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department A Baby Day that Drew a Crowd Money Makers in Many Different Lines Plan for Introducing a New Brand of Goods that Proved a Winner- Artistic Ways of Displaying Goods Days Devoted to a Particular Class of Customers Many Window Trims Out of the Ordinary In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these. 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



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MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

Tooke

Furnishings For Christmas Selling

Live Haberdashers can do a big business for the next few weeks in Christmas gifts, if they feature these goods.

Sweater Coats

Our line is complete and most attractive. Solid plain colors and all the good color combinations. Without Collars, with Military Collars and with Triplex Collars.

Silk Mufflers

A range from Artificial Silk Motor Scarfs at $4.50 per dozen up to beautiful Pure Silks, in whites, creams and greys, at $75.00 per dozen.

Knitted Neckwear

The newest weaves and color effects, including Accordion knit—high-class goods which you can sell at popular prices. Accordion Silk Hose to match.

Dressing Gowns

Tooke Dressing Gowns, Smoking Jackets and Bath Robes make most acceptable Christmas gifts. We have even a finer line than usual, at prices to suit all purses.

TOOKE BROS., Limited, MONTREAL

Manufacturers of Shirts, Collars and Neckwear, and Importers of Men's Furnishings

Toronto Warehouse—58 Wellington Street West
Winnipeg Warehouse—91 Albert Street

MEN'S WEAR REVIEW.

DECEMBER : 1912

THE MACLEAN PUBLISHING COMPANY LIMITED
PUBLICATION OFFICE 143-149 UNIVERSITY AVE. TORONTO
SUBSCRIPTION PRICE $1,00 A YEAR

The next issue of The Dry Goods Review is the Special Spring Number.

Advertising forms close December 24. Get copy in early.

Is Salesman Responsible for Collections?

Merchant to salesman: "You seem to have a greater proportion of credit sales than other salespeople. Here is Mrs. M's——— account for $6. Do you think you can collect it?"

Every salesman has social or locality connection, which is evident in monthly credit sales. The standing represents customers as a class. A comparison of accounts on the books shows that certain salesmen are responsible for more of these unpaid bills than other salespeople. Some of these accounts are good enough, some slow, others bad.

The office or management suggests that owing to this same social or neighborhood connection perhaps the account might be closed sooner.

Should salesmen be asked to collect accounts?

What is your answer to these problems?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Jan. 9th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

MENS CLOTHING AND FURNISHINGS

Clothes, Methods and Men

SOCIAL activities will reach their climax during the Christmas season and there will be a rush on the men's furnisher for the various articles pertaining to evening wear. This suggests two thoughts, The first is that the furnisher should base his merchandizing campaign immediately preceding and during the festive season on quality. When men are going out they want to look right. They want the best quality goods and the very latest style. There is enough variety—or shall we say proper sense of perspective?—in man to completely eliminate suggestions of economy when he goes about securing the articles of clothing he needs for social functions. Show him the best and he will not hesitate because it costs a little more than he has been accustomed to paying. He expects to pay more. The second thought is that salesmen should make an effort to guide the purchases of their customers in the right channel. There are little niceties of dress, dictated by fashionable usage, which must be closely followed by men who desire to dress well. Comparatively few men are fully versed in such matters and if left to themselves will not equip themselves correctly. The salesman should tactfully influence the selections of the customer. When a customer becomes convinced that he can rely on the knowledge and judgment of a salesman in a certain store, he will always come back to that store.

* * *

HOW many suits of clothes does a gentleman need? This question has been discussed at some length by a Toronto newspaper. The opinions quoted ranged all the way from three to forty. Before reaching a decision, or even forming an opinion on the subject, it would be necessary first to define the word 'gentleman.' If this much abused and divergently construed word is taken to mean the insouciant man of society, who has nothing to do but fill in the day with social functions, the answer will be much closer to forty than to three. The society man, especially if he follows all the amusements that society affects, will need an almost endless variety of clothing. From evening dress to hunting suit, he needs different garb for every occasion, and every sport. The business man who spends his days at the office and his evenings at home or in the enjoyment of occasional social functions, does not need a very large variety of clothes; at any rate he generally gets along on about four—evening, frock, and two every-day, business suits. And yet the business man approaches as closely to being a gentleman as the immaculate scion of fortune whose wardrobe is extensive enough to require the services of a valet. If the question had been, "How many suits does a man need to be well dressed?" a more fruitful field for discussions would have been opened. Being well dressed implies having a proper suit of clothes for every occasion and enough changes of raiment to prevent much wear of any single suit. To go out much and be well dressed would entail the possession of an extensive wardrobe. One authority contends that a society man cannot hope to win the distinction of being a good dresser unless he possesses at least twenty suits. Judging by the strictest rules, this may be so, but one cannot help feeling that it is possible to keep up an eminently dressy front on far fewer than the prescribed number. How many of the gentlemen who maintain themselves in the very front rank of society have that number?

* * *

WHAT results can a merchant expect from his advertising? It is a pertinent question; and one which every dealer asks himself at times. The question is dealt with in this issue from several standpoints but it is impossible to give any definite answer for the very good reason that results vary according to locality and the quality of the advertising done. One point stands out, however. The merchant should not consider that direct results constitute the sum total of the benefit that he receives.

A good advertisement brings more than sales which can be traced and credited definitely; it brings indirect results which are not always apparent but which help to swell future sales to no inconsiderable degree. A merchant who cannot trace a very large volume of business in the way of direct sales to his advertising, should not condemn advertising as useless. He may be building up something far more important than immediate sales—a reputation for service and aggressiveness which will go a long way to secure and hold customers.

* * *

A SUCCESSFUL dealer gets close to the consumer. He keeps the consumer advised of what he has to sell and the steps he is taking to sell it. This can be accomplished in numerous ways but particularly through newspaper advertisements and store windows. An original idea has been adopted by Ely, who runs the men's furnishing store in the King Edward Hotel, Toronto, and also conducts a store in Ottawa. This Fall he has issued a well-printed booklet with suggestions for Christmas shoppers. It is well printed in two colors and should bring splendid returns.

* * *

PROFIT goes with a well kept stock. The merchant who shows odds and ends of goods, out of season and old style lines to accumulate on his hands cannot expect as large a turnover nor as satisfactory a profit as the man who keeps his stock clean and on the move. There are numerous and good reasons why this should be so. In the first place, if slow sellers are allowed to collect, the rate of accumulation gets faster all the time. The law of acceleration seems to apply in the matter. Before the merchant knows it, he is carrying a heavy stock of goods which are rapidly becoming unsaleable. His stock lacks the neat and up-to-date appearance so essential in men's furnishings. His store is on a par with his stock. This is a tendency against which all merchants must fight and there is only one remedy. Keep the stock on the move, resorting if necessary to the special sale plan at the close of each season. It is far better to get a reduced price on an article than to carry it indefinitely until it becomes unsaleable and hurt the appearance and reputation of the store at the same time. Particularly necessary is it at the first of the year to see that the stock is properly cleared out and all odds and ends disposed of. As soon as the Christmas trade is ended, men's furnishers would do well to go at once into the question of stock clearance.

* * *

INVENTORIES are the order of the day. Stocks are overhauled and valued and their marketability estimated. Why not go a little further and indulge in another form of stock-taking, a "personal inventory?" The success of a business depends on the attention that the proprietor gives to it. Likewise it depends on the clerks and every member of the staff. The advice then applies to all: "Take a personal inventory," cast up in the balance your successes and your shortcomings, review the things you have done which merit praise and put on the other side of the balance the numerous ways and incidents in which you have "fallen down." Probe down into the inmost recesses of self and then proceed to take stock, to sum up your assets and see just where you stand on that very important subject, your chance for future success. An impartial criticism of one's own methods and capabilities will bring to light many faults and enable one to take steps to correct them. Find out your own worth. Then take steps to add to and improve it. A yearly personal inventory would keep many a man out of the rut and correct many personal shortcomings.

* * *

IT seems reasonably assured that the trend in hat styles for next Fall will be toward more conservative shapes. Crowns will be higher and the brims more rolled. It is not intended to assert that the low crown will not be seen. On the contrary, this style is not at all likely to make so hurried an exit and there will be plenty of the low crown variety sold. The trend, however, will be toward the more conservative shapes and this will become more marked in succeeding seasons. Younger men will probably continue to favor the past season styles for some time, because extreme shapes become younger faces, whereas with older men the effect is less favorable.

* * *

A Merry Christmas and Happy New Year to all.

* * *

1912 has been a busy, bustling year with lots of ginger and go. With the impetus of the past year, men's furnishers should begin 1913 with a flying start.

* * *

Concentration is the father of efficiency.

* * *

The vocabulary of the average person to-day is so restricted that new words, particularly of a slangy derivation, are seized upon with avidity and literally worked to death. A few words are at present undergoing the maltreatment of continual and varied use at the hands—or strictly speaking, the mouths—of the multitude. One of these is the useful but hitherto, inexpressive word "some." A tendency has been noted on the part of advertisers to use it extensively, saying "some sale" and "some opportunity." This is not good policy. Avoid slang in advertisements and do not overwork any one word.

* * *

The weather man is not proving a good friend of the men's furnisher. Snow, and plenty of it, is needed to start seasonable sales going.

Specializing on Neckwear Sales

M. J. Carter believes in pushing this line — Department is placed immediately inside the entrance — Effective unit in form of cross — Prices on "left-overs" are never reduced.

SPECIAL attention is given to neckwear by M. J. Carter, who conducts a men's furnishing store on Kent Street, Lindsay, Ont. This department is placed immediately inside the entrance, to the right side. The firm recognize that when a man wants to purchase a suit or an overcoat, where a considerable outlay is concerned, he arranges to visit the store for the special purpose of looking the stock over and is prepared to take some time to do so. On the other hand, when he purchases a tie, he generally just "drops in."

Thus, the value of having this department in a convenient place for the passerby to make a hasty purchase. A large silent salesman is devoted to this line, while several display fixtures are also used for showing ties to advantage. A new display unit has recently been used by the firm for the display of neckwear, it being designed by Harvey Martin, who looks after the display and card writing for the store.

A NEW DISPLAY UNIT.

The new display unit, which he uses in both window and counter display, is rather a new one, being constructed in the form of a double cross. It is reproduced here to show the construction as well as the effective manner in which it shows up neckwear. It has a ten-inch square base, with an upright forty inches in length and cross arms measuring twenty-seven inches. The upright is two inches square while the cross arms are one and one-half by one and one-quarter inches.

The fixture, which was constructed by a local woodworker from Mr. Martin's design, is made of cypress, a soft wood with a grain rivalling that of oak. It also has the advantage of being easily pierced with nails, which are driven in the cross arms at intervals on which to suspend the ties. The unit, which is stained so as to show up the oak-like appearance, is an attractive fixture and one which displays goods to advantage.

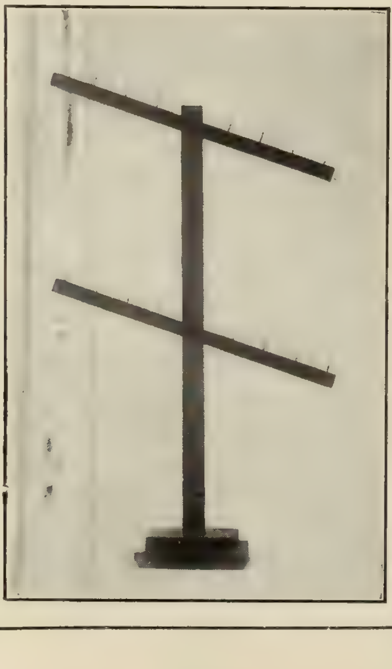
DO NOT MARK DOWN PRICES.

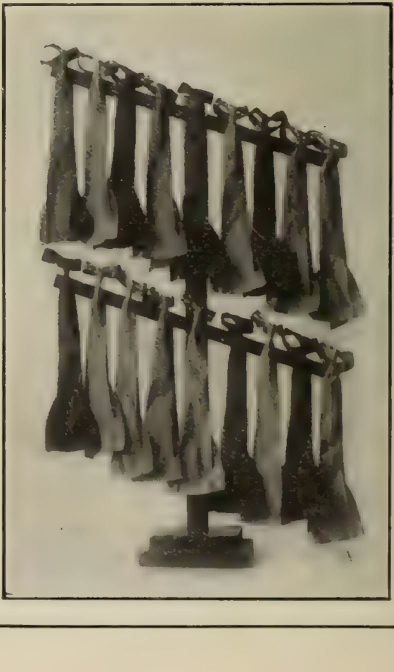
This store does not follow the policy of reducing prices on their neckwear when they have been picked over. "There is little use in marking down ties," says Mr. Martin. "The young man of to-day is not looking for bargain neckwear. He wants something of quality that appeals to him. The price is a second consideration. If you take a 50-cent tie for instance and mark it down to 35 cents, you will find it will not sell one bit better. If there should be any among them that a customer desires, the ordinary run of men would feel better satisfied if he paid the 50 cents."

* * *

Relieving Flatness of Displays

A good deal of attention is also given to neckwear in the window, although the policy is to follow mixed displays, in which an assortment of gents' furnishings is shown. In order to avoid the "flat" appearance which a display has that is built up from





An Original Fixture

Fixture designed by Harvey Martin, with M. J. Carter, Lindsay, for the display of neckwear. The illustration to the right shows the fixture in use. This has been found a particularly effective method of displaying ties for either window or interior displays.

A window display arranged by Harvey Martin, with M. J. Carter, Lindsay. Neat price cards were a feature.

the window floor, a shelf has been arranged at one side about three feet above the bottom of the window. It is suspended by a fine chain in front of the mirror and allows a "built up" display in place of the bare window wall which there would otherwise be.

A big feature is made of show cards in promoting sales both in the window and interior. Mr. Martin, who looks after this work, points out that an article well displayed will to a certain extent speak for itself, but it cannot tell the customer many of its finer points, which escape the ordinary eye; nor yet can it point out to customers all the reasons why it should be bought. This is something that can be done by the show card. Its value in this direction ranges high.

◆

Calgary, Alta.—A hat store has been opened by T. Campbell & Co.

Cardston, Alta.—A men's furnishing store has been opened by Duce Bros.

An Outside View of Canada

A Canadian firm recently received the following letter from a large Boston firm:

My dear Mr. ————

We have received inquiries for samples and prices on ———— goods from Nova Scotia. In the agreement drawn up by Mr. ———— with you last Spring I note that it covers only the Dominion of Canada. At the same time I realize that under former arrangements the business of the Provinces was left to you to handle.

I do not wish to take advantage of any technical oversight or error in the new agreement, but would like to know your feeling and understanding in regard to this matter and whether you are covering Nova Scotia and the Provinces, or whether it is your understanding that we are free to get after this business ourselves.

I have not answered the inquiry from Nova Scotia as yet and will await your reply to this letter before doing so. Yours very truly,

————

Windows Should Reflect Social Activity

Men's furnisher finds trade active during week between Christmas and New Year in full dress accessories — Window trims should show quality goods — Customers regard quality not price

ALTHOUGH ordinarily the week between Christmas and New Year's is a dull one, the men's furnisher can keep trade up to the normal by featuring high-class articles for evening wear. The week in question marks the apex of the social season; dances, dinners and receptions serve to turn the week into one endless round of gaiety for the man who is sociably inclined. This creates a big demand for dress shirts, ties, gloves, pumps and all other full dress accessories. By featuring these lines, the furnisher can bring his trade up to a thoroughly satisfactory volume.

The same motive serves for the window trimmer. What would otherwise be a dull and difficult week for him becomes a highly important one. By using the articles which appeal to this class of trade, he can produce displays of unusual merit.

TIME FOR QUALITY DISPLAYS.

Of all seasons of the year, this is the time for quality displays. The man bound for a dinner party or dance has one idea clearly fixed in his mind with regard to his garb for the occasion. He wants to look his very best and he wants to have everything of the very latest. Price becomes a minor consideration. Convince him that a certain article is the very best thing he could wear and he will buy it, if his financial resources are at all equal to the emergency.

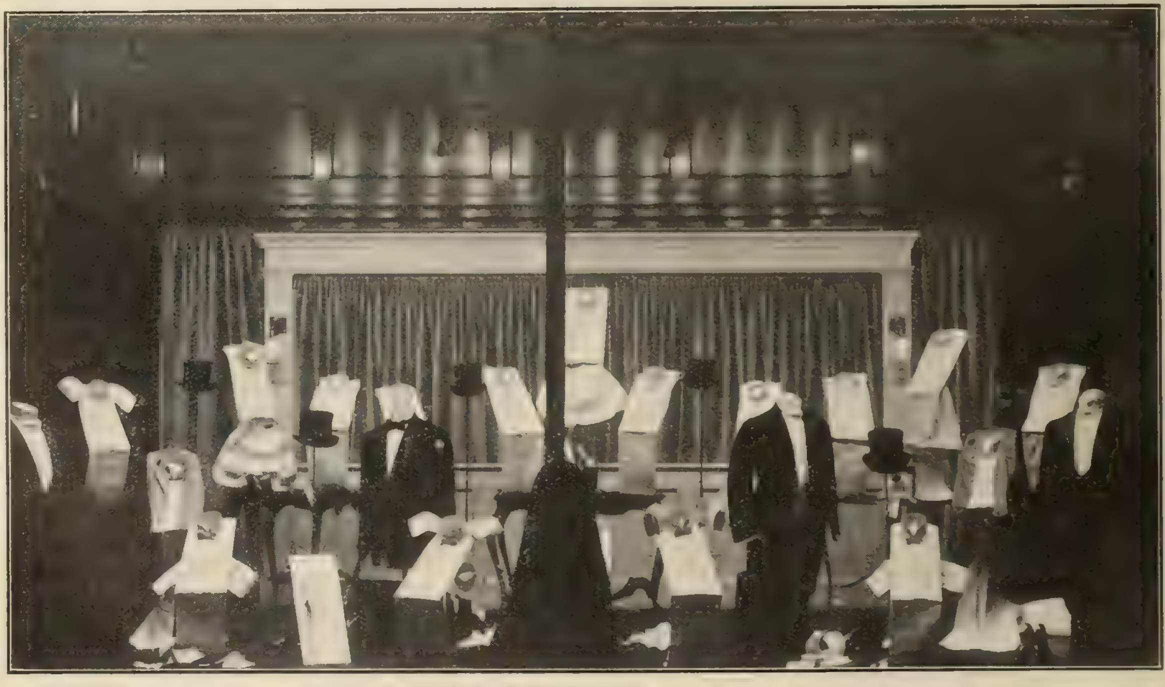
It follows, therefore, that the men's furnisher should appeal to the customer's vanity rather than his cupidity at this particular season. Windows should be trimmed with the best quality goods and efforts should be directed to getting the most attractive and even artistic effects. The price question can be relegated more or less to the background, for the time being.

The accompanying illustration is a good example of effective window trimming for the period between Christmas and New Year's. Displays designed along this line will be found trade getters.

◆

Extending Store Largely

Sarnia, Ont.—Macdonald Bros., who recently purchased the premises they occupy from the Hall Estate, have let a contract for a forty foot addition to the rear of their store. The addition will make the building 150 feet in length. The style of construction will permit the building, to be made three storeys high if later conditions require it.



Correct evening attire. Attractive arrangement of latest styles of men's full dress and accessories before a simple but effective background. Several splendid units and fashion hints are seen here, as groupings include everything from cane to topper. Courtesy Robt. Simpson Co., Ltd. E. P. Burns.

COLLARS

Here is the Success "Strathcona"—
a good comfortable Double-band collar—
well made and well finished.

This is the big steady seller — It is the popular line. Made to retail at 2 for 25c.

Ask your Wholesaler to show you the complete Success line.

The Canadian Converters Co.,
Limited
Montreal

CLOTHING FOR MEN AND BOYS

Few changes will be made in styles — Rolls will be fairly long and lapels slightly narrower — Silk linings will be much in evidence — Greys and browns will be strongly to the fore

WITH regard to men's clothing for Fall, 1913, few changes in style will be noticed. Strictly speaking, there will be really no change in style trend but a few of the smaller details will be altered.

While some Canadian houses still seem to hesitate in stating what the styles will be, and are only now engaged in looking into the matter, others without the slightest hesitation predict that much the same cut of clothing as has been worn this season will hold good for next Fall as well.

The coat for next Fall will still be the natural coat. Rolls will be fairly long and lapels slightly narrower. The soft roll sack will be very common and will be worn extensively. Fewer vents will be found in the back, the tendency being strong towards box backs.

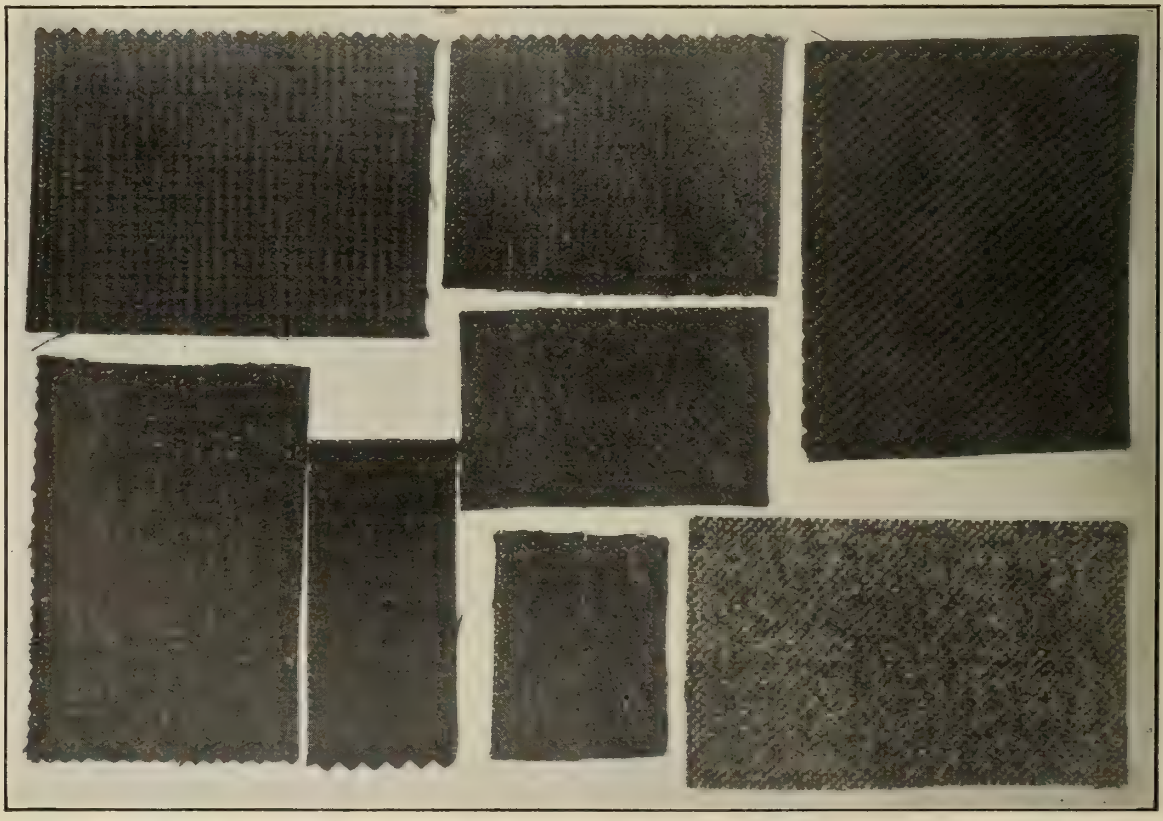
As for the vest, the six-buttoned vest, buttoned high, will be in greatest demand.

NARROWER TROUSERS THE RULE.

Few changes will be noticed in the trousers. Trousers will be slightly narrower if anything but will be by no means snug fitting. The cut can be described neither as the peg nor yet as tight fitting. A stage halfway between the two would come nearer to describing what the trouser for next Fall will be. Cuffs will be worn very extensively, and by younger men almost exclusively.

The morning coat for church weddings and similar functions will be dark grey. In many cases it will be flat bound. There will be really no change in style but changes only in a few details as mentioned above.

(Continued on page 52)



SAMPLES OF SUITINGS FOR FALL, 1913. SHOWN BY COURTESY OF RANDALL, JOHNSTON, LTD.

A Message

From the man
behind the
Ryan Guarantee

¶ We wish to thank our friends throughout the trade for their hearty support in giving us the record year of our glove business.

Through their co-operation and goodwill we have been given the glad hand that has achieved our success.

¶ We hope in the new year to serve the merchants of Canada even better than we have in the past. Our motto is: "unexcelled service under all circumstances" and we will try to live up to it as in the past.

¶ **Accept our best wishes to you and yours for the merriest of Merry Christmases and the most prosperous New Year.**

The Robert Ryan Co.

(Registered)

Three Rivers, P.Q.

Trend Toward Conservative Hat Shapes

Crowns will be higher and rolled brims will be more noticeble—Extremes will be avoided—Measurements of hats which promise to find wide favor in the fall.

HAT manufacturers are placing orders for Spring and styles are confirmed. In derbies, many low-crowned, wide-brimmed shapes are still in demand, chiefly because they have not been in style long enough or are not likely to drop. But the tendency is to get away from the extremes of this season and back to more conservative shapes. Hats with smaller brim and larger crown are the biggest sellers. One of the newest shapes has a 4½-inch crown and 2⅛-inch brim at back. Other big sellers measure 4½ x 2¼ inches and 4¼ x 2 inches and some with a crown as high as 4¾ inches and brim measuring 2½ inches at back are also selling. The trend of style may easily be seen by comparing these with one of the wider hats which has been good this season, measuring 4 1-16 x 2 and has a flat brim. This Fall the brim on most hats is wider at side than at back, for example, 4 1-16-inch crown x 2-inch back x 2⅛-inch side and in all cases the brim is flat. Next Spring the tendency, however, is towards a brim wider at back than at side, as 4½-inch crown x 2⅛-inch back x 1¾-inch side. Brims will be more rolled than this season.

As already stated, the low, wide hat of this season will give place to a higher crowned hat with narrower and more rolled brim. There will still be demand, however, for many of the low hats, especially in cheaper grades. But the tendency is away from the extremes and strong towards the stapler lines so that in the more expensive hats the newer shapes will be found.

Soft hats will still be worn but not as many as have been in evidence this Fall. In soft hats, smooth felts in greens, browns and greys have the greatest run, and of these greens will be in greater demand. Last Spring greens were favored and the demand seems to have returned, and next season will see them very strong again.

In the soft hat the tendency is rather towards smooth finishes. Many smooth furs, fur felts, tweeds and soft wools are being taken. Some of the soft wool hats, although cheaper, present a very attractive appearance through being well finished.

ENGLISH STYLES WILL PREVAIL.

English styles, in some cases slightly modulated for Canadian trade, prevail in all soft hats. In New York and other United States cities, many dealers are making a special feature of all English styles for this season and predict that the same styles will hold strong for Fall, 1913. But shape does not count for so much in the soft hat as in the stiff makes. Color is the main feature. The tendency, however, is towards a medium flat hat of medium height. Hats with 2¼-inch brim and 5-inch crown will perhaps form about the average.

In caps English styles will again prevail. English golf caps are to be very prominent for another season.

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Clothing for Men and Boys

(Continued from page 50)

PLAIN SILK LININGS.

The linings of the body and sleeve of all coats will be fairly plain. There is a very rapidly growing tendency towards silk linings, and next Fall plain silk will be used to a very great extent. Nothing seems too good for the young Canadian. He has the money to spend and he will have nothing but the best when it comes to clothing. Many orders have been received lately for silk-lined clothing and it is stated that the movement in that direction has only begun. Patterns will be fairly plain in all linings but especially in silks.

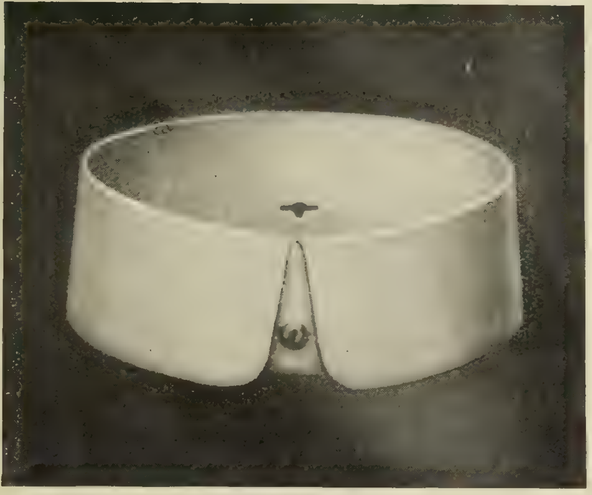
Samples of next Fall's showings run chiefly in greys and browns. There seems to be considerable difference of opinion as to which will be strongest, grey or brown. Some manufacturers state that greys have not taken as well as had been anticipated and that browns will be most prominent at least for another Winter season while others give decision in favor of greys. At any rate there seems little doubt that both will be worn very extensively.

STRONG TENDENCY TOWARD MIXTURES.

Patterns in next Fall's showings are mostly plain, with a strong tendency towards mixtures. Some stripes and checks will be in evidence but these will be few. There seems to be quite a strong tendency towards conservative mixed colors, formed chiefly from greys, browns and greens. The different schemes can be worked out by taking grey as a basis. By adding a little brown, the tans are reached, and still more brown gives brownish grey and finally brown. Taking grey and adding green gives a greyish green and finally a greenish grey. It is not anticipated that dark shades of green will become prominent. Thus the different colors are explained—from greys right through the tans to brown and from greys to greyish greens. But whether browns or greys will be most prominent seems still a matter of doubt. Mixtures of blues and greys will also sell well for Fall suitings. Blues, of course, will sell well as always.

OUR wish that you may have a happy and prosperous New Year and that our service to you may be better than ever before is augmented by the fact that we are preparing to increase our facilities to this end. By February 1st **KANTKRACK** coated linen collars will be in their new home—a new factory built exclusively for the manufacture of these collars. With this well equipped factory we can assure the trade the very best service possible. We wish to thank the trade for their liberal patronage during the past year.

The Parsons & Parsons Canadian Co.
Hamilton, Canada



You can't crack up
"Arlington" Collars
TOO MUCH
They bring you business always.

BECAUSE

1st. Look like linen and wear better.
2nd. Space for adjustment of tie, and ease of back button. Up-to-date styles.
3rd. Strong material for long wear and satisfaction.
4th. Our goods are fast white; will not turn yellow.
5th. Guaranteed finest goods of the kind made.
6th. We manufacture 6 different grades, and guarantee each superior to any made at same price or any price.

The Arlington Company
of Canada, Limited
58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg

Should Reckon Profit on Selling Price

Berlin men's furnisher raised an interesting piont—Turnover is reckoned on selling price and profits should be figured on the same basis. Overhead expenses have been increasing.

BERLIN, Dec. 7.—Discussing the question of determining profits and the percentage overhead expenses bear to the total turnover, with The Review, a local dealer in men's furnishings who has had extensive business transactions with the retail trade in Canada, illustrated what he contended was a common error made by retailers. His contention was that the dealer must, in order to correctly ascertain his profits, adhere to the policy of figuring on what the percentage of the margin of an article bears to the selling price, instead of the cost price.

"I maintain that the most important feature to guard against in reckoning profits on new goods, is this mistake, which is commonly made," he said. "For instance: A merchant pays $9 a dozen for an article and sells at $12 and figures that his percentage of profit will be 33 1-3. Now had he gone into the matter thoroughly, he would have discovered that his profit on such reckoning would be only 25 per cent., because of the fact that his turnover is based on the selling and not the cost price. After deducting overhead expenses, his supposed percentage of profit disappears."

This policy, the retailer stated, was adopted by men's furnishings dealers throughout the country and with whom he had come in contact during the course of many years in his career as a traveling salesman.

"While this opinion will be criticized, in most cases by the small dealers, the experts will uphold it. The small dealer invariably falls down on this problem," continued The Review's informant.

"My overhead expenses in the previous year amounted to 22½ per cent. of the total turnover. In the items of expense in running my business, I include rent, taxation, light, water, heat, salaries (including my own), insurance, delivery, freight and expense charges, advertising, telephone, office supplies and 10 per cent. depreciation on store fixtures. Show cards, window trimmings, other than permanent fixtures, and donations are included in the advertising account."

PERCENTAGE INCREASED.

From an increase of 15 to 22 per cent. and a gradual approach to the 25 per cent. mark, is the story of another Berlin dealer's business experience in twelve years, on the question of reckoning overhead expenses. Commencing at 15 per cent. of the turnover, the cost of conducting the business increased to 18, rose to 20, where it remained for a number of years, when the expense of the store was increased still further.

Increased taxation and the paying of higher salaries were the chief factors in accounting for the greater percentage in running the business. The margin of profit on goods did not, however, proportionately assume bigger figures, nor did the year's selling.

* * *

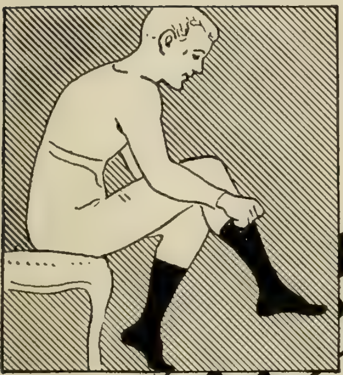
Mr. Leo Costello, of Hamilton, has assumed the management of the men's wear store of W. O. Costello & Co., of Berlin, Ont. Mr. W. O. Costello is devoting his attention to the launching of a shirt industry. The Colonial Shirt Co. has commenced operations and salesmen have completed their first trips.

Getting Close to Customer

The booklet shown in the accompanying illustration has been issued by Ely, men's furnisher in the King Edward Hotel, Toronto, and on Sparks Street, Ottawa. It was sent out with a view to capturing Christmas trade and contained illustrations of best selling holiday lines. Some attractive ties were shown in two colors. Splendid results followed the issuing of this booklet.

Neat Christmas Booklet

The Kind of Socks You can Sell with a Clear Conscience



The best patrons of your store will demand the *best* and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Fit—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

N.B.—**In Stock for Immediate Delivery,** Line 1350, Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs), in the following colours: Black, Medium, Tan, Light, Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH GRADE
PENMAN'S
HOSIERY

Full-Fashioned Seamless Hosiery

A Store With Maximum of Display Space

S. Sauve, of Montreal, has new establishment with arcade running through it, thus giving window space on four sides — Four entrances are provided — Windows changed every day and orchestra hired on Saturdays for publicity purposes

ONE of the important features of present day store planning is to devise show windows that will give the greatest opportunity for displaying goods so that the passer-by may be attracted and interested. In this regard the new men's furnishing store of S. Sauve, recently completed at 196 and 198 St. Catherine St., East, Montreal, seems to fill the requirements.

With a frontage of about 45 feet there has been secured a window display of about 72 feet. This has been made possible by the "Arcade" plan. The building, a two-storey structure, fronts on St. Catherine street, Montreal's big retail thoroughfare, with windows fifteen feet wide on either side of a 10 foot passage, or Arcade. On either side of the passage are windows 18 feet and 8 feet wide. This gives the window trimmer six good-sized windows in which to display the various lines to good advantage.

There are in reality two stores, one on either side of the Arcade and, though the wide passage necessarily takes away some of what would otherwise be utilized as floor space, the excellent show windows more than offset this. Four glass-panelled doors, two at an angle on the front and two at the sides, opening from the Arcade, give easy access to the stores and avoid crowding in getting in or out. The front and passage side are finished from floor to ceiling with glass so that daylight penetrates to every corner, while at night the electric bulbs show up every portion of the stores to passersby.

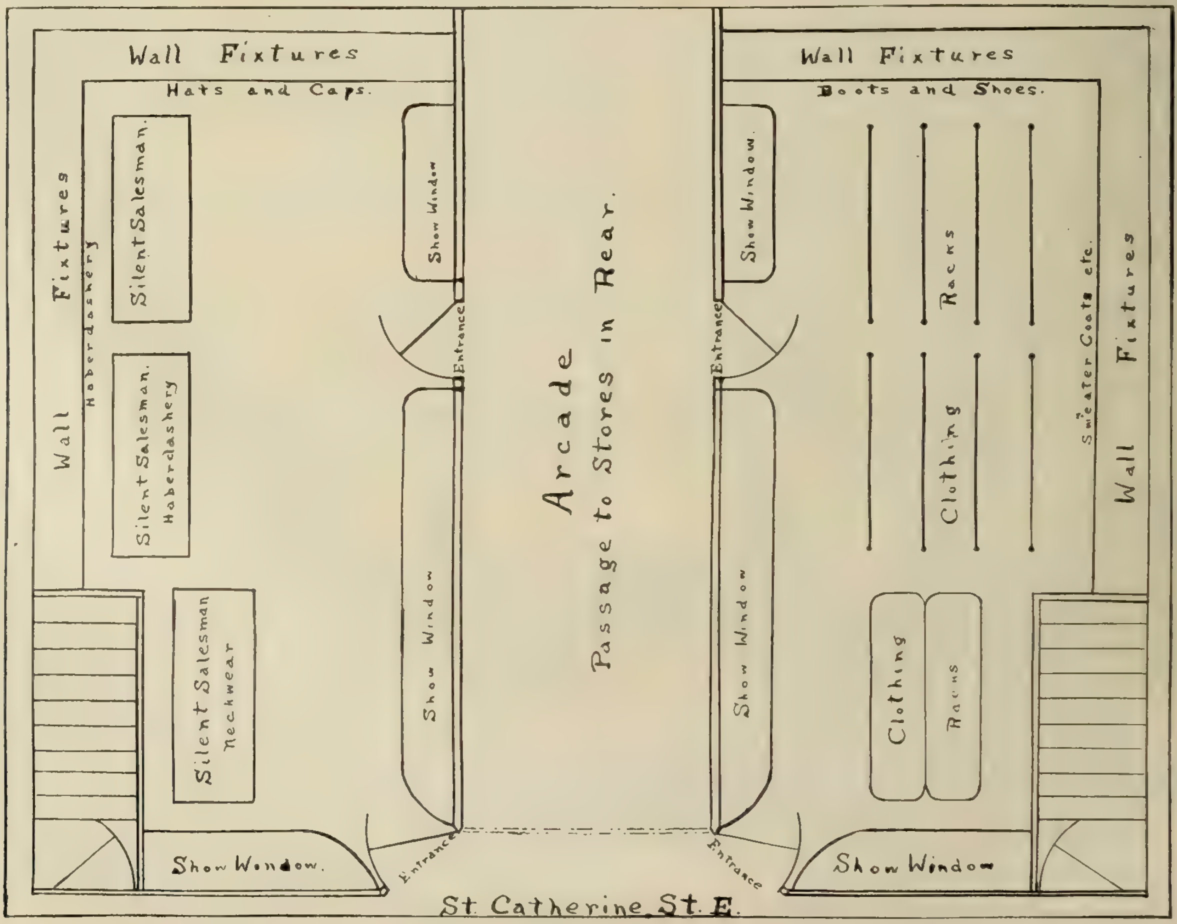
One store, that on the right is devoted to haberdashery, while the one on the left stocks clothing and boots and shoes.

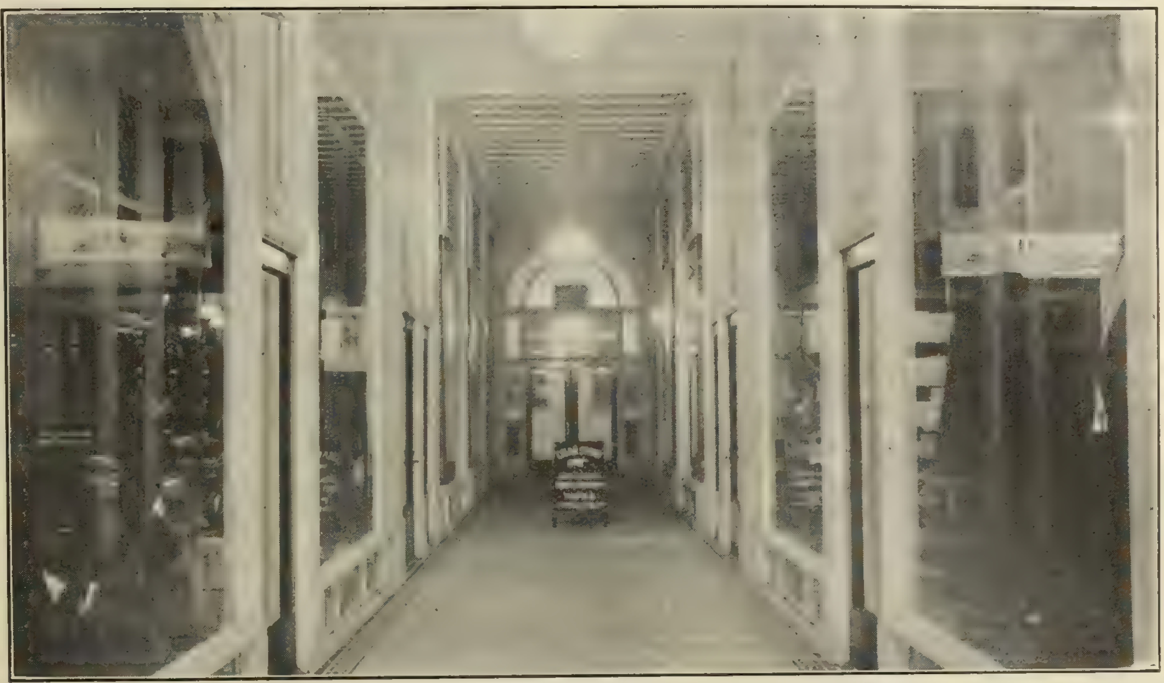
HANDSOME INTERIOR FITTINGS.

The interior fittings of both stores are in polished mahogany, handsome wall-cases, fitted with drawers underneath, and silent salesmen counters and showcases. The accompanying plan gives an idea of the layout.

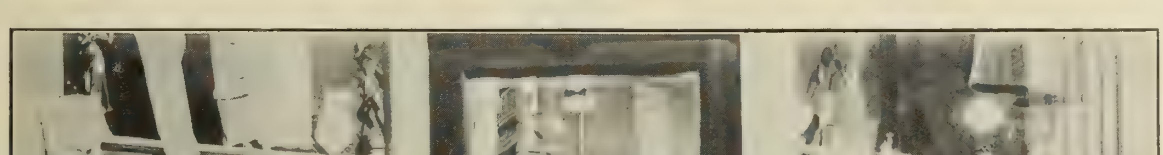
The store on the right carries a stock of shirts, underwear, neckwear, hats and caps, etc. In the department opposite is clothing for men and boys, sweaters and boots and shoes.

Mr. Sauve, proprietor of the stores and owner of the building, states that he got the architectural





View of the new store of S. Sauve, Montreal, looking through Arcade. The store is located on both sides of Arcade at the front.



The main entrance of the left side of store of S. Sauve, Montreal.

ideas from Paris, and the plans were prepared by Chas. Bernier, of Montreal. Mr. Sauve has had fourteen years' experience in the men's wear business and has two other stores in Montreal.

NEW DISPLAY EVERY DAY.

His experience has shown him the value of the show window as an aid in selling goods and a new window display is made every day. While this entails considerable work and the exercising of some ingenuity in devising attractive trims, he considers it one of the biggest factors in getting buyers into the store.

ORCHESTRA ON SATURDAYS.

A special feature inaugurated by Mr. Sauve to attract attention to his store is the engagement of an orchestra every Saturday afternoon and evening to give a concert in the store. Space for the orchestra is provided on one of the ledges in the store so that they do not occupy any floor space and interfere with the handling of increased patronage. These concerts have been a great success. Many customers are attracted to the stores and, during the time the orchestra is playing, the police are kept busy in regulating the passage of pedestrians along the sidewalk. Four or five extra clerks are engaged for these Saturday "rushes."

At the present time the Arcade is not completed. There are three stores further along the passage, back of Mr. Sauve's and there it ends. It is planned however, to carry the passage along the back at right angles and bring it out further along the street. When this is done it will provide a series of stores in back off the street and everyone going through will have to pass the large side windows of the men's furnishings establishments at the entrance. As it is now the store by reason of its unusually large window display attracts immediate attention by passersby on either side of the street.

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Vancouver, B.C.—Sweeney & Needham, clothing, have dissolved. J. J. Sweeney will continue the business.

Winners of Spalding Shield in Toronto Mercantile League

W. R. BROCK CO., LTD.
Winners of Wholesale Drygoods Baseball League, 1912.
Top Row—D. Smith, catcher; J. Dainty, centre field; T. G. Stephens, first base; Geo. Stone, right field.
Second Row—L. Burrows, left field; R. Thomas, second base; F. Green, third base; B. Darlington, committee; S. Blair, shortstop; G. Bell, pitcher; W. Smith, pitcher.
Bottom Row—D. McLaren, committee; F. Hamilton, manager; H. G. Cook, president; B. Ellison, sec.-treas.; R. D. Crawford, committee

The Trend of Demand For Negliges

Continued success of French collar and cuff styles — Favorite cloths and prevailing colors confirmed — Soft collar sales increasing — Some special features seen.

WHAT is the future trend of demand in shirts?

The question is indeed interesting and, because of its many features, one which is hard to answer. What the immediate future will be—what styles will prove popular this spring and summer—that is fairly easy to say; but to trace the probabilities further, is a difficult task.

At the present time every thing points to another brisk season in shirts with French cuffs and soft collars. This line sold splendidly last year and there is practically no doubt that it will sell well again—better than ever, probably. Already large orders have been placed, and travelers report a general feeling of friendliness to this line by men's furnishers.

However, there is a feeling that the spring of 1914 will see these shirts weakening. In 1913 they will be at the height of their popularity as it were, then they will likely decline. Signs from the States seem to indicate that this will be the trend. There, as in Canada, French cuffs and soft collars are popular, but they are said to be declining just noticeably.

Whatever may be the future of these unstarched shirts, however, there is no doubt that the neglige idea is to be in great favor this summer. There is a suspicion that the United States manufacturers are doing all in their power to foster this negligee style. Some have even stopped laundrying their shirts, sending them out with the band unstiffened. Of course this means a great saving, for, though it may not be generally known, it costs more to laundry a shirt than it does to make it up.

Yet, while this tendency is noted in the States, and while neglige shirts are exceedingly popular here, there is still going to be a heavy call for the shirts with the starched collar bands, front strips, and cuffs. Shirts with pleated fronts, however, are apparently out of style.

Tan is to be an exceedingly popular color this spring. Some soisettes in biscuit color have sold very rapidly. All tints appear to be popular. Helio's are good also, in biscuit, light blue and brown. Greens are not as popular as they have sometimes been. Naturally there will be a demand for white and the new cloth Patricia has already proven popular. Zephyr cord cloth is in great demand. One concern reports using about 175,000 yards of this last year. This season, already, some half million yards have been used. "We are buying the cloth by the mile," remarked the manufacturer.

In the stiffer shirts black hair lines are exceedingly popular, better even than the blues. "I should think," stated one maker, "that we are selling three of the blacks for one of the blues."

As usual some novelties are being put upon the market. One concern has made a reversible collar for a soft shirt equipped with French cuffs. The collar may be used in turn down form, as on the outing shirts, or it may be turned in, leaving a band to which a soft stand up collar may be affixed, or the more formal starch collar. The cuffs of this shirt, too, are reversible. Of course the idea is to give variety, and to enable a shirt to be worn a little longer. A collar will soil in a day, but the shirt—with a new collar—can easily be worn longer.

Plain neglige with French cuffs, collar and pocket of line stripe zephyr to match. Shown by Dalton Mfg. Co., Montreal.

Another specialty in color is a shirt, plain except for the cuffs, collars, pockets and narrow front. These have stripes upon them running lengthwise. The stripes, in delicate colors, look very well on the white or tinted ground.

Shirt Styles and Fabrics for Fall, 1913

New materials, weaves and clear colorings being prepared for exclusive Midsummer trade and June delivery — Early indications of samples to be ready in April — A good mid-season and unusual demand for white in new fabrics and negligees expected

MANUFACTURERS are preparing shirt ranges for April showings, mid-season sorting and June delivery on early Fall samples. Some smart styles, new materials and neat patterns are to be shown. The trade anticipate continued and increasing business on Summer novelty shirts and negligees for outing wear. Marked advances in manufacture are to be seen for this Fall.

Some timely, between-season comments on different experiences of the trade on the shirt industry are heard. The merchant is the court of last resort and his ideas are based on his success or theories, with his knowledge of selection from any or numerous ranges. Many of these theories are more influential in sizing up samples or creating preference than their importance warrants. But in most cases many reports are brought to bear in creating ideas of different selections. These hints are more or less defined by locality and paramount interest at the time.

The present satisfactory conditions in factories do not suggest the inference that shirt makers need pay much attention to trade theories. Orders are booked to keep things busy until March or later.

SHIPMENTS WILL BE PROMPT.

Deliveries are to be better than usual this year owing to stock shipments being satisfactory. It is expected manufacturers will be enabled to ship promptly, commencing February.

Merchants are giving more attention to proper fitting shirts, workmanship and details of finish, style trend and laundering. The first feature is important because roominess in a garment cannot always be claimed a fault. Well-dressed men appreciate a good-fitting, athletic appearing, characteristic, confidence-giving shirt. Workmanship combined with fit for fitting alone does not conform with the negligee idea of comfort. Dress or informal English and French cuff make all have comfort in view. Whether one manufacturer's or another's is made too roomy or large may be an individual merchant's theory. Customers usually have criticisms in the other direction.

Details of these features are apt to be overlooked in buying—appearance, material, clearness of color contrast or ground shade, exclusiveness and neatness of pattern and comparative values. As far as manufacturers can control orders as a basis, comparison according to each merchant's demand is possible. Development is being appreciated in higher price, and better selling lines, where fit, finish, appearance and workmanship are factors. It is evident these lines are sufficiently roomy. Merchants are more particular. Customers are told the features and not left to buy shirts altogether from the standpoint of good taste.

Style and first impressions are suggestive but other considerations tend to future business. Lines which combine these features best are confirmed by experience and not by hearsay. Most ranges may combine all, but in a degree which adds to each furnisher's theories about size, values and styles.

From the style viewpoint, appearance and finish with best values in higher class numbers, sources of ranges, then selection of patterns and style inspiration have added to the success of several makers. Originality of patterns which are neat though different is one. Clearness in materials, fineness of texture in fabrics and colors create tone and style. Trend of cloths and colors in each case anticipates demand both in kindred showings and washing attributes.

CLEARNESS AND CHARACTER DEFINED.

Clearness and character are defined by different sources of manufacture and designing. Fine texture is important in obtaining the correct effect. In some ranges prints, percales, Madras, silks and fancies in cotton, wool or silk and wool or mercerized finishes, with designs on white or cream grounds are always clear compared with other fabrics used. Other colors or contrasted effects have the same clearness. Finish, fineness or clearness shows both in appearance and laundering and is evident by comparison. Casually these details do not show, but in displaying all stiffness disappears, while the setting has tone increased by unit arrangement, bringing out the real ideas of seasonable style and exclusiveness. Customers are impressed for style and value reasons and trade is held because of satisfactory wear and fit.

Merchants' theories can be applied to sorting and Fall, 1913, ranges and each line judged according to ideas of styles and factors of consistent sales results. Patronage is not likely to change, but as far as ranges are ready, buyers can be prepared to note some departures, both in high-class manufacture and details of later or salient features.

WHITE GROUNDS POPULAR.

Judging from preliminary preparation, ranges are broader. For midsummer sorting wide selections of finer percales and prints at leading prices are being

(Continued on page 72)

How Many Suits Does Gentleman Need?

Interesting question discussed by Toronto Newspaper—Spanish ambassador has fifty and could not get along on less—one Toronto man boasts of forty suits.

HOW many suits of clothes does a gentleman need? The Toronto Star Weekly has been going into this question, prompted by a despatch which reads: "The Spanish Minister to the United States, Senor Fiano, owns fifty suits of clothes, and thinks a gentleman cannot manage on a less number." The result of the newspaper's investigation is summed up as follows:

Those who manage with a Sunday suit, a business suit, and a carefully preserved dress suit, and who righteously consider themselves gentlemen, are inclined to snort at the above clipping. It recalls the days of Queen Elizabeth, or Beau Brummel. It takes the mind back to the days of periwigs and pantaloons; stage-coaches and coffee-houses; when men were ladies in regard to dress. It leaves in the heart of the average man a desire to slap the Spanish Minister on the wrist.

It will come, therefore, as a shock for this average man to learn that the well-dressed man, the ordinary man-about-town, is required by the canons of good taste, and by other big guns, to be possessed of something over a dozen suits of clothes, if he wishes to be in the running at all. And this in Toronto!

The writer, in securing these statistics that show how much cloth it takes to make a gentleman, went from shop to shop, tailor to tailor, bel homme to sport, and felt shabbier and shabbier at each visit. In despair, he entered a shop on York Street, where they sell clothes and gold watches, and on being told there that no gent is complete without five suits, he asked to be allowed to go out by the rear door; and he hid in the lane till nightfall.

Toronto is shockingly ignorant of the first rules of good dressing. It takes a tailor or a haberdasher to educate us.

TORONTO MAN HAS FORTY.

"Considering the court uniforms and regalia that he needs," said a fashionable tailor on the correct side of King Street, "the Spanish Minister is not far out in his count of fifty. There is one man who deals with me in this city who owns at least forty suits of clothes, and finds use for them all. But in Toronto, I think, the following list would keep a gentleman well dressed:

"Dress suit.
"Tuxedo suit.
"Morning suit.
"One blue serge suit.
"Three tweed sack suits.
"One dark flannel suit.
"One white yachting suit.
"Two flannel lounge suits.
"Four pairs of flannel trousers.
"And then, if he were a golfer or a huntsman:
"Riding outfit.
"Hunting pink.
"Golf suit, with knickers.
"Norfolk suit.

"No gentleman can call himself well and suitably dressed unless he owns that wardrobe!"

But the above list confines the class "gentleman" to those whose business hours are a few minutes' consultation with the kings of finance a little before noon, and the rest of whose time is occupied in painful decisions as to what suit to wear and where to amuse themselves. The fashionable tailor mentioned above confessed that "gentlemen" are rare in Toronto. The vast majority of Torontonians confine themselves to two suits a year and to a dress suit once every five years, to keep pace with age and obesity.

A LESS EXPENSIVE LIST.

A less expensive tailor drew up the following list as necessary to a well-dressed man:

Dress suit.
Serge suit.
Two sack suits.
Summer flannel suit.

This is the wardrobe of the stolid burgher who owns no morning suit, because he is at business in the morning, and who does without a tuxedo because he is a dutiful husband and goes about with his wife and with dress-suit tails. And this man, the great "average man," needs no hunting pink for his garden hobby. Sack No. 2 is his uniform for such pastimes.

A QUESTION OF TASTE.

A well-known business man of the city put the matter of good dressing in a sane light: "It is wholly a question of taste and not of quantity. The most tasteful dressers I know have not more than three suits to their name, outside their dress and cutaway suits. They have no fancy Summer suits. They play golf in a pair of last year's trousers and a sweater. Dress with some men is a hobby. But

(Continued on page 62)

Suggestion a Strong Feature of Display

Man is always open to suggestion particularly in the matter of dress — Two suggestive display units with many commendable and unique features — The shopper at Christmas time welcomes suggestions

SUGGESTION is a big factor in the men's furnishing trade. It is the one quality most essential in display units and stock arrangements.

Coming to think of it, suggestion has always been a very potent force in swaying man. It was on Eve's suggestion, that Adam ate the apple. He had never thought of taking it himself and perhaps might never have thought of it if left alone. It would not be a difficult matter to find a dozen other instances to prove the statement that suggestion has played a big part in every event recorded in the stormy annals of history; but the proposition is too self-evident, to render this necessary. Suffice it to say that man always has been and always will be open to suggestion; and in no respect is he more successful than in the matter of dress.

It follows that window trimming is an essential merchandizing feature with the men's furnisher. A good window display is sure of attracting attention. Men always take an interest in matters pertaining to dress. A new style of necktie, the latest thing in hats, an assortment of shirts, are sure to attract the notice of every man who takes the least interest in his appearance.

SUGGESTIVENESS IN UNITS.

Suggestiveness is the quality that window trimmers are striving to attain in their display units. A display which not only shows the article, but shows how it will look when worn or demonstrates one particular point, brings the results. Two window displays are shown on the opposite page which were arranged by Geo. E. Keast, with Marks and Price, Toronto. In these arrangements suggestion plays a very large part.

The top window contains a number of novel features which will be interesting to window trimmers. The fixture in the centre is new style pedestal with a large oval top. It has been utilized for the display of quite an assortment of goods. Suggestion is very evident in the manner of showing the shirt above this centre fixture. The top of a Christmas box has opened, showing the shirt with collar and tie attached —a method both novel and effective.

A novel card is part of this display unit. A dark card, with a darker bar on which the lettering appears, this card is distinctly different from the general run.

The lower display also boasts of distinctive effects. A diagonal stripe tie has been drawn down over a bamboo cane. Ties in Christmas boxes have been placed on the floor of the window near the front.

CHRISTMAS SUGGESTIONS NEEDED.

Suggestion is an important feature during the Christmas season. Shopping is undertaken by the average person in a receptive state of mind. The percentage of people who go shopping with a defined idea of what they intend to buy is small indeed. A majority go downtown to look around. If they see an article which pleases and seems suitable, they will buy when perhaps the thought of purchasing that particular article had never perhaps crossed their minds. Suggestions are welcomed with relief by puzzled shoppers and the merchant who has the most suggestive displays will reap the most benefit.

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Fort William, Ont.—The dry goods stock of the estate of E. C. Currie, has been sold to R. H. Knight, of Sault Ste. Marie.

Port Arthur, Ont.—I. N. Kaufman, dry goods dealer, has sold to R. H. McFarlane.

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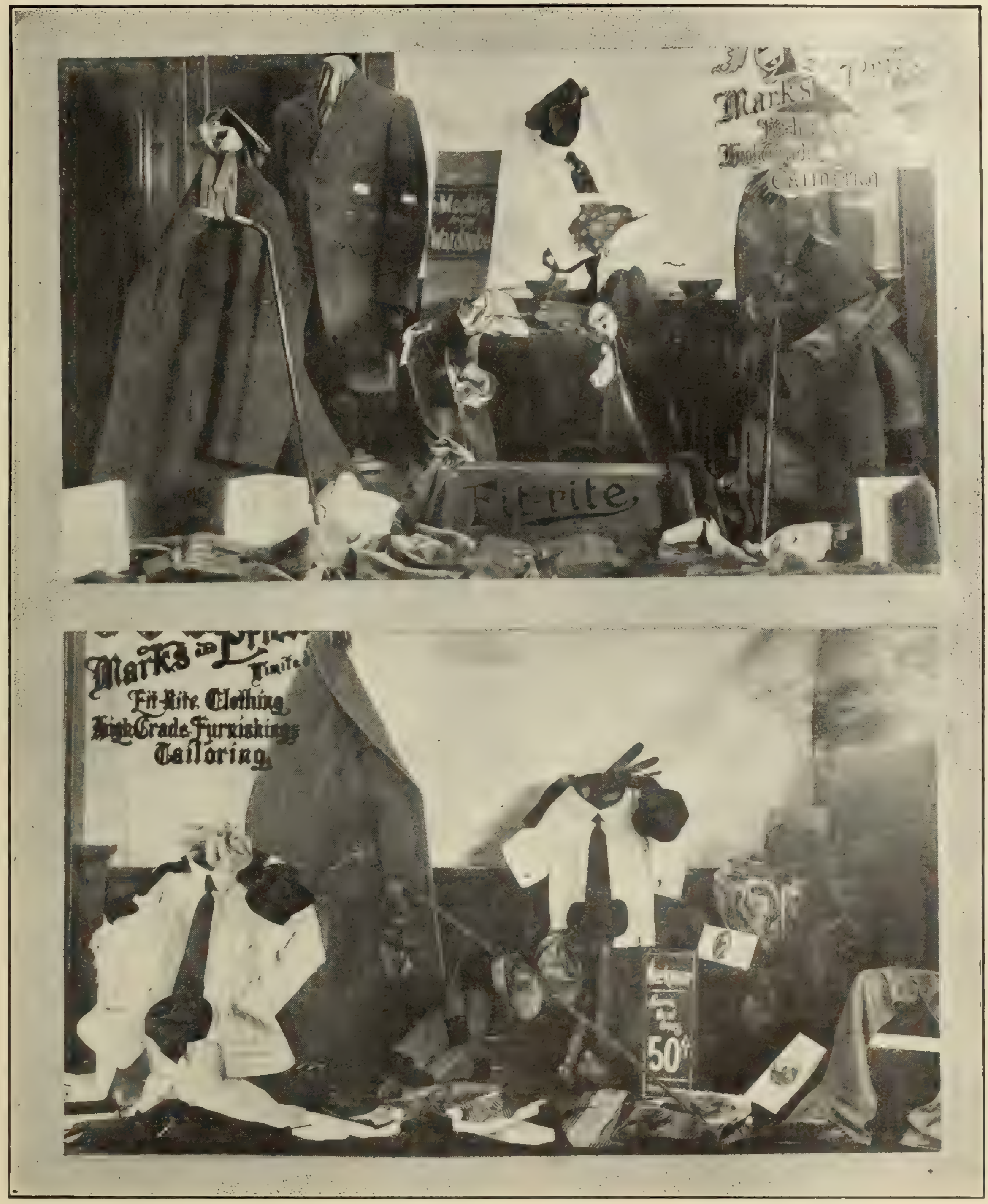
How Many Suits Does Gentleman Need?

(Continued from page 61)

so are pipes, for instance. A man is a gentleman with one pipe. But I am no more correct a gentleman because I have four pipes here. That Spaniard you mention is an ardent collector of clothes, just as J. M. Barrie is a collector of pipes."

One of the correct dressers, a young business man, who has an apparently unlimited wardrobe, said in defence of the fashionable man: "Unless I am carefully groomed and dressed, I am not at ease. I cannot meet men with that slightly superior air that I find necessary in business. In social life, there is the same necessity, of course. But I wish to make my appearance so wholly correct that I am unconscious of it, and can so devote my attention to more important matters."

The dressy man, then, has psychology behind him, as well as the fancy for dress. But it is, after all, a question of fancy.



Two displays arranged by Geo. E. Keast, with Marks & Price, Toronto. Some novel display ideas are introduced.

Determining Salaries on Percentage

Is this a fair method under all circumstances? — Positions of readers quoted — Work that some salesmen undertake does not always show in sales book but is nevertheless having influence on future business

UNUSUAL interest has been shown in the problem published in the November issue. Many replies have been received, a number of which are reproduced herewith.

The problem was as follows:

> Merchant to salesman:—
> Your salary is greater than
> our fixed percentage allows.
> Can you increase your sales?

Different salespeople have different relative value to the business. Your ideas of making sales are in the interests of future business, while your fellow worker may perhaps be less scrupulous. Conditions vary in departments and in opportunities for making a book.

> *"Having the general interests of the business at heart, sending customers away with good impressions of the business, courtesy, carefulness and correctness; avoiding losses trough stock accumulation; care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year."*
>
> *The above, written by Wm. G. Brown, is a concise summary of the duty of the salesman in a broad sense.*

Salesmen frequently meet this problem.

From the office standpoint a review of the season's business gives the firm a comparative understanding of your worth as shown by sales totals. For some reason your sales are not up to the mark.

How would you answer, considering your value to and interest in the business?

The replies received have covered the problem from many standpoints but on one point all seemed to agree—that immediate sales should not be the whole objective point of the salesman. That the salesman should strive to be always courteous and obliging with an eye to future sales and to build up the store reputation for service was deemed to be an important consideration; a consideration which the merchant should not forget in fixing the remuneration of his clerks. Another good point brought out was that clerks should spend a certain amount of time straightening stock. Time spent this way does not show in the sales book and some clerks are prone, therefore, to let this work slide or to hand it over to some other member of the staff. The work of the salesman who puts in time straightening stock while the others attend to customers should not be judged solely by the total of his sales. A number of the replies received are appended.

OTHER CONSIDERATIONS.

Cowansville, Que.

A salesman—as the name implies—is one engaged for the purpose of selling goods and as a rule his percentage of sales should warrant the salary paid. I do not consider percentage on sales a fair standard under all conditions. Where the business is departmentalized, it is possible to arrive at a fair percentage. In the general store, where the salespeople serve throughout the store, this system of determining salary will not work out satisfactorily, and I consider it advisable, while impressing upon our salespeople the necessity of making legitimate sales upon which the success of the business depends and while I would keep a record of sales, I would also emphasize the fact that there were other considerations to be taken into account when arriving at a basis of salary for services rendered: Such as having the general interests of the business at heart; sending customers away with good impressions of the business; courtesy, carefulness and correctness; avoiding losses through stock accumulation; care in handling goods; having a religious regard for the ultimate success of the business, to the end that a fair and adequate margin of net profit will result from the business transacted year by year.

Yours very truly,

William G. Brown.

IMPORTANCE OF STOCK-KEEPING.

Calgary, Alta.

In answer to your query: "Is percentage on sales a fair salary standard?" would like to express my opinion on that point.

There are different types of salesmen. Some are good salesmen and poor stock-keepers while on the other hand others are good stock-keepers and indifferent salesmen. Take into consideration the man who is a hard worker on stock and who cannot always be to the front to serve the trade, while the poorer stock-keeper is invariably looking out for the opportunity of "getting his man."

Stores adopt different methods. Some use the system of having a salesman at the head of each department who in each case has the first call, while others have no salesman in particular who has the first call. If the latter conditions prevail in a store, there are a few things to be considered.

Is it not essential for a firm to have a good stock-keeper? Now, for instance, if an employer took into consideration the number of sales recorded in the week (Saturdays excepted) it would be in all probability that the poorer stock-keeper might be foremost. But on Saturdays when both are hustling to cope with the business to the best of their ability, then would be the time to judge accordingly.

Yours faithfully,
E. B. WATSON.

* * *

THE VALUE OF SERVICE.

Cornwall, Ont.

In reply to your article—"Is percentage on sales a fair salary standard?"—in November issue. This is a subject that a great deal could be written on. Some clerks are always looking for the best of the day's business, that their sales may be heavy. Though volume of sales is what the merchant wants, still that clerk is only after the sales of to-day. He will press his customer a little too hard in order to grasp the next, which he hopes will buy a greater purchase; and when, by what he calls bad luck, he gets a customer who uses twenty minutes of his time for a small purchase, he gets impatient and is inattentive. Perhaps it was that customer's intention to make heavy purchases in that store a little later. The store's advertising likely brought the customer and the poor store service has driven her away. Now the clerk whose sales are a little "under" but whose polite, attentive manner is winning new customers and keeping the old ones with a little extra time and strategy, is the man who is pulling "future" business. His service to his employer is worth much more than the fellow who is only making the sales of to-day. There are old-fashioned merchants or managers who do not approve of the time spent by salesmen in the writing of price tickets and showcards (viz., in smaller stores). Now while thus employed he is not making sales, but when price tickets are placed on merchandise in windows with showcards as well, these soon pull passersby into the store. This clerk is also bringing future business.

Yours respectfully,
JAS. FAGAN.

* * *

Both Sides of Question

As it might be worth while studying both sides of the question, I am taking that liberty in the following:

It is perfectly right for the merchant to expect that his salary pay roll will not exceed a fixed percentage. If it does exceed this limit he has two methods of procedure—cut salaries or increase sales.

In most stores it will be found that the pay roll percentage far exceeds what is allowed in larger and more thoroughly systematized stores. But until the business is of a certain size, no matter how good the salesman, the salary payroll is bound to exceed the proper figure.

If a good smart salesman in any store serves his customers properly, makes a maximum per cent. of sales, gives good service and satisfaction to both customer and merchant and does not bring his sales up to the standard set, it may not be his fault at all. He serves all customers who enter the store and could serve more if more were there to serve. Who is going to get more customers for him? The clerk may influence a few friends, but that would be but a very small item alongside of his annual sales.

Suppose one clerk replies to the merchant in this fashion:

"I am certain I can reach the per cent. you say I should, if I am left to do the selling and am not expected to do other work as well. I do a great deal more of the marking of goods than my co-workers. I am in demand to fix this and fix that. I dress your windows for you. I open a great many goods and check them from the invoices. How much per cent. of my sales is this going to count for?

This is a proper question and the merchant who fixes his standards of payment on the sales record alone is sure to make some egregious blunders.

Actual service is the only proper basis upon which a clerk's salary should be based. If, as in large department stores, the salesman does little but stand behind his counter and sell goods, it is right and proper that sales should be carefully compared and standards be maintained.

There must be a sliding scale of percentages if the ordinary business conducted along time honored lines is to continue.

Here is an actual case:

Five years ago the following was submitted to an American trade journal as a fact. I quote from the article:

"The writer is acquainted with a clothing and furnishing business with an annual turnover of about $25,000. The owner draws $15 per week salary, and pays his three clerks $12, $8 and $4, respectively. These sums seem small to the city salesman, but in the smaller places were considered fair until the recent advance in living expenses. Their sales last year amounted to $11,000, $9,000, $4,000 and $1,000.

"The average cost of salary was 8 per cent. By a comparison of their sales it will be found that the merchant and his head clerk are receiving considerably less than they should on an 8 per cent. basis, while the other two are receiving considerably more than their share. This matter was laid before the merchant, and after due consideration he gave the following opinion: 'It apparently looks as though there is an unequal distribution of salary here, but when it is carefully considered it is not so unequal as it appears. I head the list in sales, but it is often an easy matter to make a sale where my head salesman cannot, because I have been in the business nearly twenty years, and many customers will have none others serve them. My sales are easily made sales. Conditions are similar with my head clerk. He has grown up with the business and has many customers of his own. But, take number three. He, with the help of the boy (who is the fourth salesman spoken of), does all the dirty work, looks after everything of a menial nature, and by your calculation receives about a hundred dollars extra for that. The boy earns an extra one hundred and twenty-five by assisting number three and running errands, delivering parcels and in all kinds of weather, too. My method of paying regular salaries is fair, if not scientific.' "

The view taken by this merchant is given here merely to show how a salary list based on a fixed per cent. of sales may be a long way out of all proportions to the value of the salesman to the business.

Some years ago the following actually took place:

In a shoe department of a large department store a new clerk was hired. It was soon found that the "books" he was turning in showed phenomenal sales. The manager of the department thought he had got hold of a human dynamo—a prodigy.

He wanted to find out how this was done and point it out to the other salesmen for their profit. But he found that the new man was doing two things that were very detrimental to the firm's interests. First, he was allowing customers who were hard to please to leave with no effort whatever to find what they wanted when a little real salesmanship might have effected a sale. Second, it was found that he was in the habit of sneaking along one of the less frequented aisles and listening to the requests the customers made to the floor walker who met them. When ladies' shoes were inquired for, he would hasten back and coming through one of the side aisles meet the customer before any of the other clerks had a chance. If slippers, or rubbers, etc., were asked for, he allowed the others to serve them. In this manner he had practically a choice of customers, and he selected those he thought would make purchases which were likely to be for the larger amount. That is the way that salesman made large "books."

This may be an isolated case, but it shows the danger the merchant falls into who insists upon sales being the basis of salaries.

In some of the department stores the following payroll percentage is expected. In clothing and hats, both men's and boy's the salary must not exceed 6 per cent. In the men's furnishing department the percentage is the same, but in shoes it is only 4 per cent.

In thousands of the shoe stores in both Canada and the United States, the salary payroll will exceed ten per cent. of the sales at the present time. A better service is expected from the smaller store than from the larger, and in almost every case the salesmen, who are salesmen and not department heads, are much better at the game in the smaller stores than those in the larger ones.

A very satisfactory way to base salaries on sales is to figure the average or actual per cent. of sales the whole payroll is. Then, allowing for extra work done by some clerks, offer each a bonus of a certain per cent. on all sales above their previous years' record. The amount per cent. need not be as large as the average per cent. salaries cost.

As an instance: A clerk sells $10,000 worth of merchandise during 1912 and the average cost per cent. of wages were eight per cent. If the bonus figures are placed at five per cent. and the salesman more than $10,000 during 1913 he will receive then only five per cent. of the increase. This will reduce the average per cent. cost of salaries. It will prove an excellent incentive to extra efforts which are bound to result in added sales.

A. E. Edgar.

Undoubtedly there are some points which should be given consideration in the above communications. There are other things than actual sales which must be counted in determining a salesman's worth. The time that one man takes in sorting up the stock or in preparing price cards is making future business. Sales which result from his work may be closed by other members of the staff who will get all the credit on the sales book. It is thus apparent that sales percentage is not the fairest method of determining salary in all cases.

If a clerk's salary is greater than the fixed percentage of the business allows, he may be making it up in other ways. The proprietor should endeavor to ascertain if such is the case.

◆

A Valuable Record

The advantages of keeping a stock record are summed up by one dealer as follows:

"If a certain man of my town town buys a suit of a certain size this Spring I can almost count upon him being a customer for that size next season. It also gives me a very valuable check when a certain style or fabric goes wrong. For instance, I sell a half dozen suits of a fabric which the maker guarantees and I guarantee to my trade that they will not fade. In a few weeks one of my customers brings back one of these suits and shows me it has faded badly. Of course I can make good with him immediately; but what of the other five if I have no record to whom I sold? They may be the kind of men who will not kick, but will just remember how I beat them, and, without saying a word to me, transfer their trade to another store. With this record I can look up the five other purchasers of that lot and write them a letter stating I have found the suit I sold them was not what I guaranteed it to be, and ask them to call at the store so that I can adjust the matter. In addition, these names give me a live mailing list. The record of the customer's occupation is oftentimes valuable data for the advertising man."

Regal

Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

GOOD ADVERTISING

Co-operation is needed to bring advertising results—the co-operation of the whole store staff.

The results which merchants can effect from advertising — The importance of indirect results — Co-operation of staff an important feature in effecting results.

WHAT results can I expect from my advertising?

This question is often put by dry goods merchants. It is a query which invariably arises in the mind of the merchant who is paying out his money for purposes of publicity. He is anxious to know if he is getting returns in keeping with the expenditure.

Results from advertising can be classed under two heads, direct and indirect. A certain article is advertised in the papers and next day, or the day after, people come to the store and buy that article. There you have direct results. Frequently, however, people see an article advertised and recognize that it is something they need but they do not buy it for a week or a month or even longer. Perhaps the name of the firm is the only impression that the advertisement leaves on the mind but some time after, the need for an article crops up and a visit to the store of that firm follows. Such results are termed indirect.

When the advertising has been conducted along progressive lines, indirect results can be taken for granted. The results will increase in direct ratio to the excellence and effectiveness of the copy. When a man has been doing what he knows to have been good advertising, he need not worry about the results. They are coming all right.

JUDGING DIRECT RESULTS.

It is impossible, of course, to set any rule as to what can be expected in the way of direct results. It depends upon many things—the effectiveness of the copy, the "follow up" methods pursued in the store, the state of the public mind and the seasonability of the appeal. Some men will put in an inch ad. and expect to have people flocking to their stores next morning. They are expecting too much.

It is not an uncommon occurrence for dealers to find their stocks of a certain line cleaned right out at the end of the first day after an advertisement of that line has appeared. This is almost the daily experience of the big departmental stores. When a departmental store advertises an especially attractive bargain, the stock will often be practically cleared out by 8.30.

If the merchant expects returns of this kind right along, however, he is sure to be sadly disappointed. When everything is distinctly favorable, he will get astonishingly quick results; but this will not always happen.

The indirect results are what count most in the long run. An ad. may bring a certain number of sales each day, but it is, after all, the impression which the advertising campaign of the firm gradually builds up in the public mind which counts the most. The public comes to judge a firm and to form estimates of the service it gives, and the kind of stock it carries, to a large extent from the quality of the advertising done. Advertising wins permanent customers and the results obtained in this way are never apparent on the surface.

* * *

Co-operation of the Staff

It is not stating anything new to say that advertising must be carried out thoroughly. It is a fact, however, that a great many merchants do not seem to understand the full meaning of that word "thorough."

A thorough advertising campaign does not end when the copy has appeared in the newspaper. It is only beginning at that stage. The work which follows the publication of the advertisement is equally as important as the work which goes before.

FEATURING THE GOODS.

It is not an infrequent experience for customers to be attracted to a store by the advertisement of a certain article, only to find that the article in question is nowhere to be seen. It is wise for the goods advertised to be displayed not only in the store but in the windows as well. Sales are lost otherwise.

"DEACON"
SHIRTS
For 1913 Are Worth Waiting For

Though our travelers are now out with our entire range of men's and boys' outing and working shirts, the territory must be covered systematically, and therefore necessitates somebody being last.

We have planned on reaching every point early and you can rest assured that our range is worth while waiting for. It is open for comparison with any other line in the trade.

Wait.

The "Deacon" Label is your guarantee of workmanship and quality.

THE DEACON SHIRT CO., - Belleville, Ontario

Stylish Bloomers For Boys
"They Please the Boy and Satisfy the Mother"

Why not put your boy's clothing business on a sound foundation by selling the reliable Jackson Bloomer?

The neat, stylish fit pleases the boy, and the long-lasting quality of the material satisfies the mother—a combination that means big sales.

Start the new year right by stocking up "Lion Brand" clothes.

The Jackson Mfg. Co.
CLINTON, ONT.
Factories:
CLINTON GODERICH EXETER

"KING EDWARD"
SUSPENDERS
Retail 50c. Price

KING EDWARD
SUSPENDERS
Are so Easy and Comfortable

Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

It cannot be expected that an advertisement will always be sufficient of itself to create sales. People will frequently be half convinced by an advertisement. "It looks good," they will say to themselves. "I would like one of those." Suppose they pass the store the next day and the article in question is displayed prominently in the window. It is a certainty that they will stop to look it over. It is almost a certainty that they will finally find their way into the store.

If, on the other hand, they pass the store and there is nothing to remind them of the desire awakened by the advertisement, they may pass along without giving the matter a thought.

When a person is interested in a certain article, a good advertisement will create sales often; but a good advertisement, backed up by a good display, will create sales always.

HAVE STAFF INFORMED.

A still greater necessity is that of seeing that all members of the staff are partners in the advertising campaign.

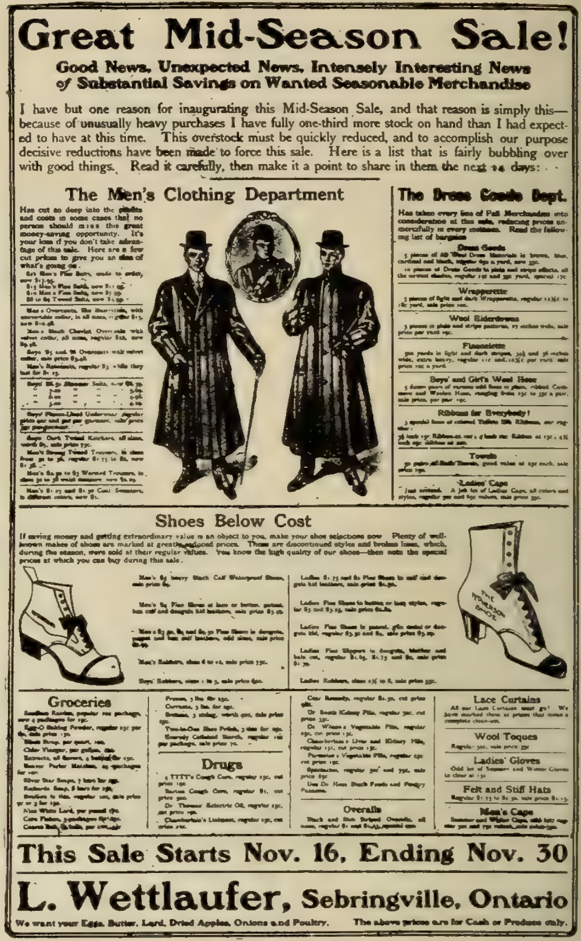
A humorous article in a recent issue of a well-known publication recites the trials and experiences of an amateur sportsman in various sports and pastimes. On one occasion he weakly consented to go out with a friend in a sailboat. Heavy clouds soon loomed up on the horizon and it was quite apparent that a storm was brewing. The friend cheerfully remarked that it would only blow "half a gale," but the amateur sailor found to his cost that it was "the last half."

A well-advertised article is half sold but in this case it is only the first half. The completion of the last half of the sale depends upon the salesman. He must be prepared to talk the advantages of the advertised goods. Furthermore, he must be prepared to bring these goods to the attention of customers, to push sales in every possible way.

Here is the outline of a rather common occurrence in some retail stores. Enter customer. "I want to see the mufflers you were advertising." The clerk scratches his head in rather a perplexed way and finally brings out a selection of goods. He states the price but the customer protests that the advertisement had promised mufflers at another figure, lower than the prices he has quoted. The clerk is nonplussed and consults another. Between them they find out about the matter and finally produce the desired article.

Such crass stupidity is, unfortunately, not uncommon. It is not unusual to find clerks who have not the faintest idea what the "boss" has been advertising. They seem to think that, as he looks after the advertising, they cannot by any chance be interested in it. Is it any wonder that, in such cases, the proprietor does not get the returns from his advertising that he is entitled to expect.

Each member of the staff should study the store advertising carefully. "We will have a big demand for those lines to-morrow," the progressive clerk will say to himself. "I must brush up a bit on them." He then proceeds to study up the various lines, planning arguments and "selling talks." Next day, he is in fine fettle to sell the goods which will be in most demand: and the merry clank of the cash register provides the satisfactory sequel.



Great Mid-Season Sale!

Good News, Unexpected News, Intensely Interesting News of Substantial Savings on Wanted Seasonable Merchandise

I have but one reason for inaugurating this Mid-Season Sale, and that reason is simply this—because of unusually heavy purchases I have fully one-third more stock on hand than I had expected to have at this time. This overstock must be quickly reduced, and to accomplish our purpose decisive reductions have been made to force this sale. Here is a list that is fairly bubbling over with good things. Read it carefully, then make it a point to share in them the next 14 days:

The Men's Clothing Department

Has cut so deep into the profits and costs in some cases that no person should miss this great money-saving opportunity. It's your loss if you don't take advantage of this sale. Here are a few cut prices to give you an idea of what's going on.

The Dress Goods Dept.

Has taken every line of Fall Merchandise into consideration at this sale, reducing prices unmercifully in every instance. Read the following list of bargains

Dress Goods

Wrapperette

Wool Eiderdowns

Flannelette

Boys' and Girls' Wool Hose

Ribbons for Everybody!

Towels

Ladies' Capes

Shoes Below Cost

If saving money and getting extraordinary value is an object to you, make your shoe selections now. Plenty of well-known makes of shoes are marked at greatly reduced prices. These are discontinued styles and broken lines, which, during the season, were sold at their regular values. You know the high quality of our shoes—then note the special prices at which you can buy during this sale.

Groceries

Drugs

Overalls

Lace Curtains

All our Lace Curtains must go! We have marked them at prices that mean a complete close-out.

Wool Toques

Ladies' Gloves

Felt and Stiff Hats

Men's Caps

This Sale Starts Nov. 16, Ending Nov. 30

L. Wettlaufer, Sebringville, Ontario

We want your Eggs, Butter, Lard, Dried Apples, Onions and Poultry. The above prices are for Cash or Produce only.

An ad. that brought results.

Staff co-operation, then, is an important phase of advertising. It is only by securing the complete and willing co-operation of the staff that the best results can be obtained.

* * *

A Neat Advertisement

The accompanying advertisement has been submitted for review. It was prepared by Wm. Wettlaufer and was afterwards issued in circular form.

For the purpose of clearing out a large stock at reduced prices, it should prove effective. The opening explanation is written in forcible manner and yet the common faults of over emphasis and exaggeration have not been indulged in. The layout is attractive and, from the typographical stand-

BEAVER BRAND

We wish to thank the merchants of Canada for their patronage during the past year, and hope we may be allowed the privilege of serving you in the year we are just entering.

We have placed the standard of Beaver Brand Knit Goods at a very high level, and our constant aim is to live up to it in our values and our service. We wish one and all the heartiest wishes for a Merry Christmas and a Prosperous New Year.

R. M. Ballantyne, Limited

Manufacturers of the well-known "Beaver" Brand of Knitted Goods

STRATFORD - - - CANADA

TORONTO REPRESENTATIVE
J. N. BOYD, 373 BROADVIEW AVE.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

SEASON GOODS FOR IMMEDIATE SHIPMENT FROM TORONTO.

Young & Rochester's Dress Shirts, Fine Flannel, Taffeta and Zephyr shirts. **Pyjama Suits—Dress Vests—Neckwear—Dressing Gowns—House Coats etc.**

Tress' Caps—"Mascot" "Talma" and "Lothian" shapes in Grey and Camelhair shades for motoring etc.

Scotch Knit Vests—at $2.50 $2.75 and $3.50 With sleeves $1.00 extra

Knit Silk Motor Scarves $18.00 to $60.00. doz

Wool and Vicuna Scarves and Gloves.

Knit Silk Neckwear, new weaves, $13.50 and $16.50

English Crochet, new weaves, $12.00.

Linen Handkfs. boxed, to retail at 25c, 50c, and 75c.

Traveling Rugs from $3.50 to $10.00

Points

Button Holes do not get loose and bagged.

—

Shoulders do not droop.

—

Stylish, neat fit coat—retains shape during wear as well as a tailored coat.

Write us for a trial order

BEST-KNIT, LIMITED

Sweater Coats, Ties, Scarfs. Etc.

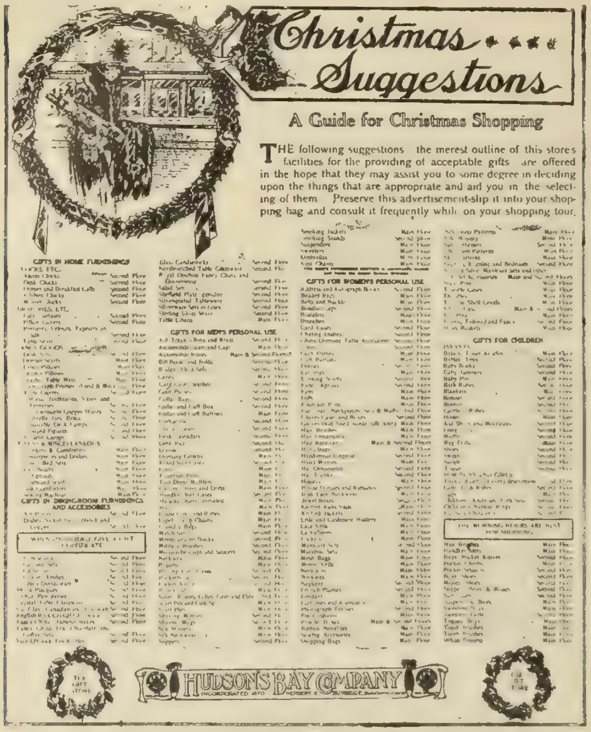
Brampton, Ontario

point, there is little fault to be found. An improvement could be effected by putting the sale prices in black so that they would stand out more prominently.

* * *

Christmas Suggestions

The advertisement of the Hudson's Bay Co., herewith reproduced, presents a somewhat novel feature in that the goods in each department are listed alphabetically and the location is named. The lack of price quotations is probably not counted as great a weakness at this time as at other seasons but in the opinion of the writer this advertisement loses a large part of its selling power through the elimination of price quotations.



Christmas Suggestions

A Guide for Christmas Shopping

THE following suggestions the merest outline of this stores facilities for the providing of acceptable gifts are offered in the hope that they may assist you to some degree in deciding upon the things that are appropriate and aid you in the selecting of them Preserve this advertisement-slip it into your shopping bag and consult it frequently while on your shopping tour.

HUDSON'S BAY COMPANY

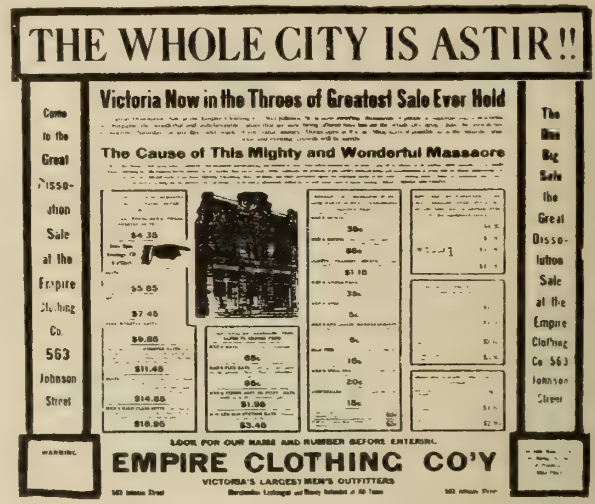
Attractive lay-out for Christmas ad.- Items are listed alphabiticaly but no prices are quoted.

The heading is attractive and the introductory explanation gets right to the point without waste of words or space.

* * *

Special Sale Ad.

The advertisement reproduced is well worth looking over and considering—for its bad points as well as its good. It was displayed prominently, ten columns in width. Spread over two pages, with two columns of reading matter on each side, it undoubtedly had commanding position. This ad. would attract attention; but would it be favorable attention? The use of the extremely heavy borders is, perhaps, less at fault in so large an ad., but best practice precludes so black a display. The ad. is written in a lurid style which requires no comment. Listen: "The great Dissolution Sale at the Empire Clothing Co., 563 Johnson Street, is now swaying people to supreme and overwhelming bargains. The wonderful and unbelievable values that are now being offered here have set the whole city agog." This bombastic style is not good advertising. The heading "The whole city is Astir!!" is very weak. It might refer to an earthquake rather than a bargain sale.



THE WHOLE CITY IS ASTIR!!

Come to the Great Dissolution Sale at the Empire Clothing Co. 563 Johnson Street

Victoria Now in the Throes of Greatest Sale Ever Held

The Cause of This Mighty and Wonderful Massacre

The Big Sale the Great Dissolution Sale at the Empire Clothing Co 563 Johnson Street

WARNING

LOOK FOR OUR NAME AND NUMBER BEFORE ENTERING

EMPIRE CLOTHING CO'Y

VICTORIA'S LARGEST MEN'S OUTFITTERS

* * *

Shirt Styles and Fabrics for Fall, 1913

(Continued from page 60)

prepared. The season is expected to develop "white." Clear white grounds with fine line or marked lines relieved with two or three side stripes are in keeping with the choice for neat patterns. Few fancies are seen in these cloths but broken checks are likely to prove a novelty. Plain fabrics, soisettes, reps and new weaves on the Shantung order are continued in favor. Negligees, self stripes and small effects are being sampled.

Silks are shown in fine stripes as a good prospect for increased sales. While these lines are sampled, sold-up conditions at the factories do not allow sufficient attention to this end of the business. Manufacturers intend to make habitan and twill silks in white. Values to range from $36 to $45 are likely. Taffeta flannels, fine silk line or two-tone stripes, English Ceylons in effective patterns and some new mixtures are always called for midsummer selling. In vestings, fine cords, pique and piquettes, Bedfords in wide and narrower welts, samples, show preference for line cords, no wider effects and the introduction of checks on some of the finer fabrics.

Colors are expected to sell in usual ratio—blues, black, greys, tans, and some helios on clear white grounds. Soft blues, tans and greys with contrasting or self stripes are assorted according to material. In plain cloths, tans, champagne and light shades, greys and soft blues with some novelty colorings are smarter than heretofore, because of the nature of materials, weaves and their suitability for negligee wear.

WE WISH

A Happy Xmas

AND

A Most Prosperous New Year

To All Our Friends

GUARANTEED UNSHRINKABLE
CEETEE
PURE WOOL

The C. Turnbull Co. of Galt
LIMITED
GALT - ONTARIO
Manufacturers of High-Class Underwear

ALL FINGERS SEWED INSEAM
2 ROWS OF STITCHING FOR STRENGTH
SPECIALLY PROTECTED THUMB
TRADE MARK ON EVERY PAIR
2 ROWS OF STITCHING FOR STRENGTH
THUMB SEWED IN ROUND TO MAKE SNUG FITTING WRIST
BELL SHAPED GAUNTLET
EDGE PROTECTED WITH BINDING

Business Builders

Every Glove and Mitten

bearing the "Asbestol" stamp of QUALITY and WORTH can be relied upon to develop a permanent customer.

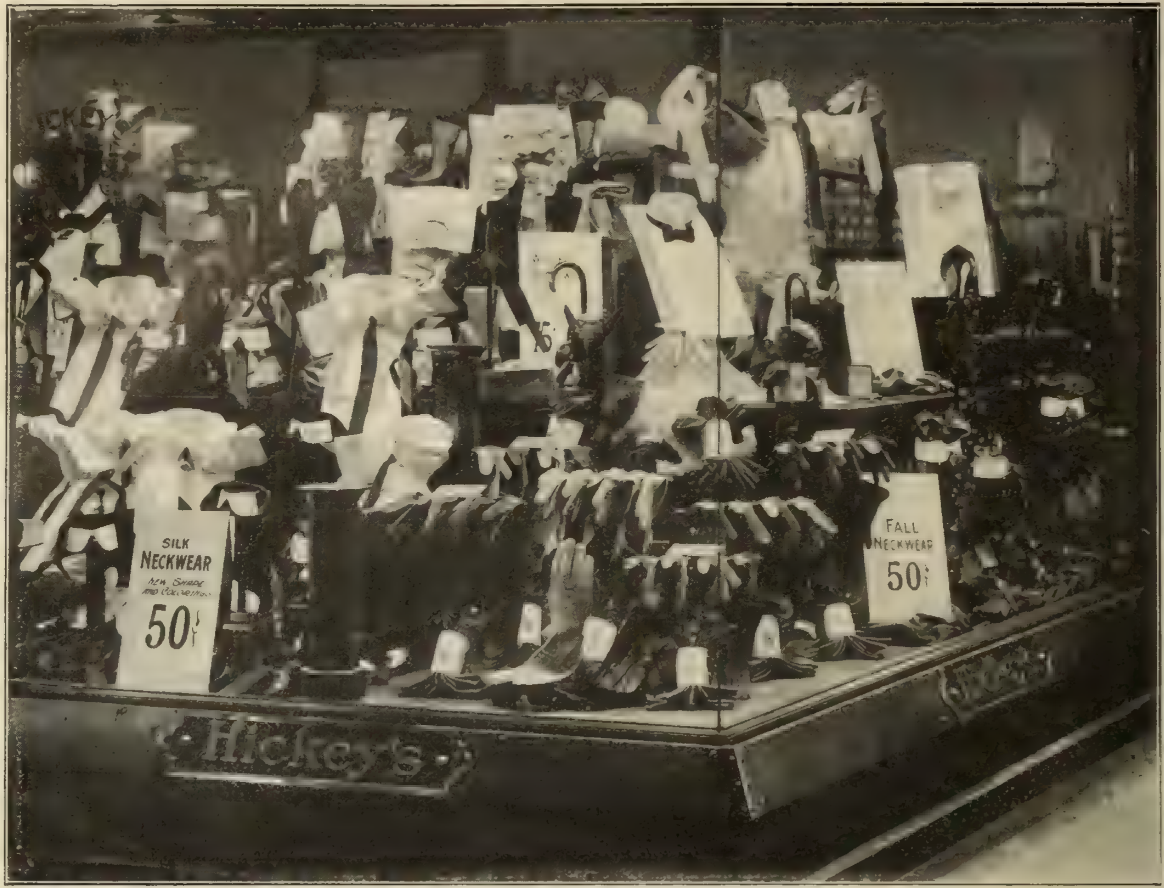
A special tanning process—exclusive with us—renders the leather soft and pliable, making the "Asbestol" gloves and mittens proof against the ill effects of steam, water and heat.

Your jobber will gladly supply full information concerning scores of good "feature" ideas well worth consideration.

(Glove shown here is No. 933 at $9.00 per dozen).

EISENDRATH GLOVE CO.
CHICAGO, ILL.

Many Lines Featured in Display



AN attractive grouping, showing a wide variety of goods. Despite the fact that every inch of space has been utilized this display does not present a crowded appearance and article is sufficiently prominent. It is, in fact, a window which has an appeal for every man, owing to the diverse nature of the stock shown. The price cards add appreciably to the selling power of this display.

IMPERIAL BRAND

PURE WOOL

UNDERWEAR

In placing your orders for your 1913 stock of Men's Underwear don't forget the big range of Imperial Brand.
Imperial values are known to the trade to be as high or higher than the standard.
We are specialists in

Men's Natural Wool **Men's High Grade Imperial**
Men's Elastic Knit **Men's Double Thread Balbriggan**

Our range is now ready.
Present delivery orders for Pure Wool Underwear attended to promptly. Send for samples.

KINGSTON HOSIERY COMPANY
KINGSTON **Established 1880** **ONTARIO**

Perrin's Kid Gloves

"Radium" Hosiery

AT the close of this, the biggest year's business in our history, we desire to express our thanks to the Canadian trade for their patronage in the past 12 months.

We have endeavored to meet increased demands by enlarging our factories, and we anticipate still greater business and increased efficiency for prompt deliveries in 1913.

Accept Our Best Wishes For
A Merry Christmas and A
Happy and Prosperous New Year

Perrin Freres & Cie.
MONTREAL

"Kayser" Fabric Gloves

Perrin's Lined and Woolen Gloves

Neat Spring and Easter Neckwear

Border end scarfs and derbys shown in a large range of new material—smart color combinations and neat patterns the feature. Batwings return to favor, latest indication.

ADVANCE January showings of Easter novelty neckwear are to be ready early. New styles are now being featured in as far as manufacturers are prepared to give authentic information of their coming novelties. So far there is nothing unusual in changed styles, shapes, patterns, or colors. The prospect for a season of striking assortments is included in a broad range of silks in straight derbys and graduated "open end" scarfs and batwings with knitted tie manufacturers extending their assortments in price and volume of selection.

Smart, new silks are made up in long, one-piece, 48-inch French seam derbys 1⅝ inches wide. Straight cut derbys with line fancy borders and fringed ends and open end graduated shapes, with borders of contrasting color stripes are well thought of. Another feature which is certain to prove an extra advantage is the return to favor of the batwing. In support of this theory manufacturers are to show a large range of plain batwings, with fancy borders, which are the "newest" predicted in exclusive stores.

Ranges will consist largely of border end scarfs. The remarkable success of borders during the Fall and Christmas season, at a time when waistcoats are worn is giving the trade greater confidence in Spring and Summer sales of border novelties, during the negligee season.

The different shapes will be shown in a large range of patterns and colors varying from plain grounds with fancy borders to fancy grounds and plain borders. Designs in newer ideas favor pin stripes, hair line cross and bias stripes and neat fancies. It is to be a season of neat effects. Small figures will be seen to a great extent in regular price lines.

In higher price and larger shapes, Imperials and Ascots are shown in a pleasing range, allover scroll, floral and Jacquard patterns for exclusive trade, while wing collars are gradually growing in favor, merchants have a good opportunity to feature some classy novelties. Sales are increased by both exclusiveness and "style."

New silks are in a wide variety of weaves, cords, reps, and soft messalines, peau de soie and fancies. Ground colorings are in deep shades and borders are formed by same color with contrasting bar stripes. Pin and line stripes in another shade and brighter tones give contrast in other designs. Navy, brown, red and purple and combinations in gold and black, white and black, grays with purple or other colors or in new tones are leading. Blues and browns should have a run in local trade.

Knit ties and usual Easter selling confirm the idea that high-priced lines will continue the vogue for "hand crochet" designs. Cross stripes and brilliant colorings are now being shown both in plain, combination, color and insertion effects. Men who know the satisfaction of a "quality" knitted tie will have newer patterns to select from. The trade look forward to as good a Spring season as usual.

Two Spring novelties: 1. Straight-cut derby with fancy border and fringed ends, pin stripe ground showing tendency for neater effects. 2. Plain repp with black satin borders and contrasting color bars. Approved graduated shape for spring. Courtesy A. T. Reid Co., Toronto.

Comparison between "up to date" men's furnishing neckwear selections and departmental store showings this Christmas is a good example of specialty selling. Many merchants depend on "patterns" in which price and quantity are guided by the rule that anything sells, irrespective of colorings or style, provided prices are right. This is evident in some stocks.

Buyers have a fair option. In selecting Spring samples a difference of 25c dozen is not sufficient to deter merchants from assorting their selections with some regard for personal taste in order to give character to displays. Another advantage received is less quantities. Selection from a book of samples necessitates too great a stock of one pattern, when ¼ or ½ dozens to a shade are picked in each number.

By paying the difference, smaller merchants have better selected showings, with quicker turnover and some regard to style influences. It is easy to see the benefit over the departmental plan, to invite sales because other purchases are being made at the same time. Exclusiveness is secondary to assortment and quantity.

Results are apparently the same at the time of sale, but each merchant has to decide, which future trade is wanted and whether turnover is increased sufficiently to offset the difference. Most merchants find they can increase turnover by "classy" stocks and should be able to cater to a finer trade and maintain the connection by careful selection of Spring lines of neckwear from the many ranges offered.

◆

The Review's Information Bureau

Editor Dry Goods Review.—Kindly let us know where we can procure fancy Japanese mats, also men's fleece lined drawers, sizes 44-46 and 48.

• • •

G. R. Gregg & Son, Toronto, can supply fancy Japanese mats. Most of the oriental importing houses have them.

W. R. Brock Co. have plain and stripe fleece drawers at $4.50 dozen, and stripe at $6.50 dozen size 44. Special orders for larger sizes would take some time to procure at present, owing to the mills being sold up on repeats. You could place your order with any jobbing house and have special outsizes made.

Editor Dry Goods Review.—Who makes Babcock cream separators?

* * *

They are manufactured by the Darry Specialties Co., Westchester, Pa., U.S.A., and sold in Canada by the Sharples Separator Co., Toronto.

◆

Davidson, Sask.—A. R. Wright is discontinuing his men's wear business.

Greetings

THIS is to remind our friends and patrons from the Pacific to the Atlantic that we wish them the heartiest well wishes for the Christmas season and the best of good luck throughout the New Year.

May good Dame Fortune smile on you and yours.

Our representatives will be out with our full range of Easter neckwear by the first of January.

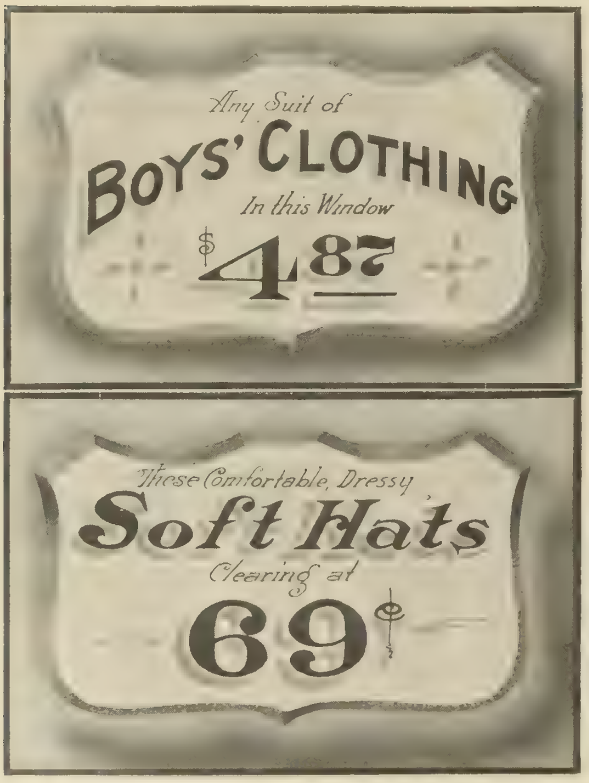
Van Allen Co., Ltd.
HAMILTON, ONT.

January Clearing and a Few Cards to Help

After the Christmas trade is over merchants should turn their attention to clearing out odd lines by the clearance sale route—substantial reductions will help—Description of cards which will help to boost the sale.

Written for The Review by Paul O'Neal

BY January 1 the Christmas trade of 1912 will have passed into history. There will be few merchants who have not reaped the benefit of the general prosperity of the country. Tradesmen everywhere report business, this season, unusually good. But after the storm the calm. January trade usually assumes the "Commercial Calmness" that necessitates the live wire merchants touching the button that will start something going. Don't lose a day. Get busy at once and be the first to make a noise—a loud and joyful trade bringing noise—that all the community shall hear.

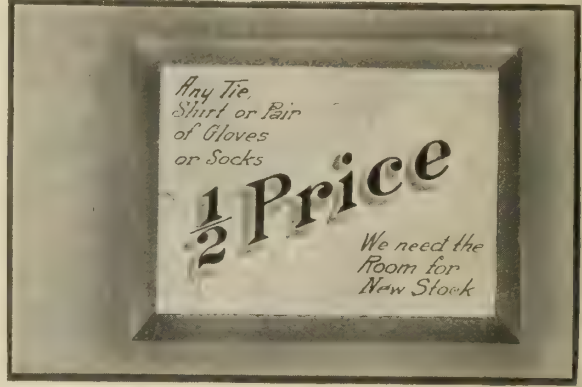


Neat samples of cards for clearing sale.

How can it be done? There will be few merchants without odds and ends in various lines of men's wear. There will be odd sizes, odd colors and odd designs. These should be cleared out, and cleared out at prices that are tempting and inviting. Let them go. It's good advertising. Talk price. After all, the average buyer is more interested in the price of an article than anything else about it. So if the price is cut sufficiently low on these oddments you will have little difficulty in attracting customers and clearing out the odd lines.

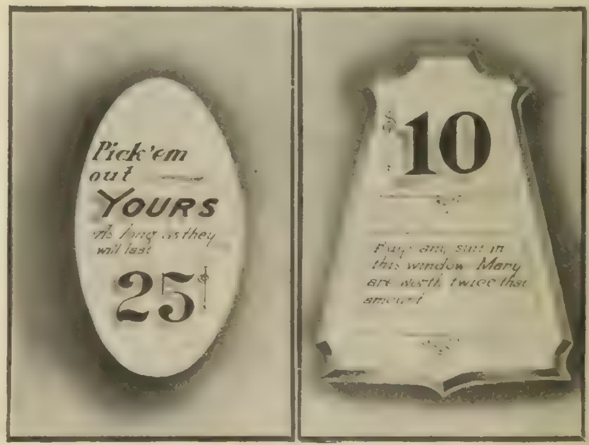
ARRANGE SPECIAL SALE.

Arrange a special sale. Call it your Annual January Sale. Let it run for 10 days or two weeks. Or if you take stock any time in January, call it your "Pre-Stock-taking Sale." Engage a little extra space in the papers. Advertise the sale to begin on a certain day and live up to it rigidly. Have a few good leaders. Pick out a few good ties. Reduce them to half price. The same maybe, with shirts, a few pairs of gloves and socks. Take the odds of various suits you may have and reduce them to a uniform price. Make the reduction substantial. The idea is to clear out the stock. You will be surprised at the result.


Any Tie, Shirt or Pair of Gloves or Socks
½ Price
We need the Room for New Stock

A neat card with a veined background effect.

The cards shown herewith are designed for this clearing sale idea. They are all air brush designs, largely of the tablet pattern. The half price card is particularly so. These will all work out well in some


Pick 'em out
Yours
As long as they will last
25¢
10
Pick any suit in this window. Many are worth twice that amount

Window showcards for use in displays during clearance time.

(Continued on page 82)

C. W. T. A. Second Year Campaign Started

A ROUSING membership campaign for the second year organization of The Canadian Window Trimmers' Association has been started. Next year with renewed membership the Association will be self supporting. All increased membership extends the plans and work in view.

A meeting of the Executive and Prize and Reception Committees is to be held Dec. 26 to arrange 1913 *contest and discuss other business of importance regarding the scope of next year's operations.*

Now is the time for suggestions.

Co-operation in increasing membership and interesting prospective members is part of local work which can be done by each trimmer. All window men, card writers and advertisers, likely to be interested, should be asked to join or their names should be sent to the secretary.

From this year forward the association assumes a representative membership with which any decorator can safely affiliate with credit to the store he represents and the assurance of improvement of his work through broader experience. The stores represented include the foremost in Canada and the membership the most capable decorators. Better merchandising is the object in view.

Contest announcements will be made and awards arranged in accordance with the suggestions for improvements on hand at the executive meeting. The committee desire to make a fair contest to include the work of decorators, card writers and advertisers. Prizes awarded this year will aggregate $150.

Join with the New Year.

Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

EARL & WILSON
The best close fitting collar made in America
This collar made Red Man Brand famous.

EARL & WILSON
Collars in Canada

Red-Man Brand

NEW SHAPES FOR
QUICK DELIVERY

Address all enquiries to
A. E. ALTMAYER
c/o Earl & Wilson - New York

EARL & WILSON
Same style and slightly higher than our famous Graywood.

BANK OF MONTREAL

The 95th Annual General Meeting of the Shareholders of the Bank of Montreal was held at noon yesterday in the board room at the Bank's headquarters.

Among those present were:—Messrs. R. B. Angus, Sir Thos. Shaughnessy, Sir W. Macdonald, Senator R. Mackay, Major G. Hooper, D. Morrice, Alfred Piddington, W. A. Murray, C. J. Fleet, D. F. Angus, W. F. Angus, Edward Fiske, A. Baumgarten, G. F. C. Smith, W. B. Blackader, W. Stanway, Wm. H. Evans, H. V. Meredith, J. J. Reid, W. R. Miller, C. R. Hosmer, Bartlett McLennan, E. B. Greenshields, Dr. W. B. Yates, Henry Joseph, J. B. Learmont, Henry Mudge.

On motion of Mr. W. R. Miller, the President, Mr. R. B. Angus was requested to take the chair.

It was also moved by Mr. C. J. Fleet, K.C., seconded by Mr. A. Piddington, that Messrs. G. F. C. Smith and Bartlett McLennan be appointed to act as scrutineers, and that Mr. James Aird be the secretary of the meeting. This was carried unanimously.

The President then called upon Mr. H. V. Meredith, General Manager, to present the Annual Report of the Directors to the Shareholders at their 95th Annual General Meeting, held Monday, 2nd December, 1912.

THE ANNUAL REPORT.

The Directors have pleasure in presenting the Report showing the result of the Bank's business for the year ended 31st October, 1912:—

Balance of Profit and Loss Account, 31st October, 1911		$1,855,185.36
Profits for the year ended 31st October, 1912, after deducting charges of management, and making full provision for all bad and doubtful debts		2,518,408.76
Premiums on New Stock		834,322.50
		$5,207,916.62
Dividend 2½ per cent. paid 1st March, 1912	$ 385,798.70	
Dividend 2½ per cent., paid 1st June, 1912	400,000.00	
Bonus 1 per cent. paid 1st June, 1912	160,000.00	
Dividend 2½ per cent. paid 1st Sept., 1912	388,302.98	
Dividend 2½ per cent., payable 1st Dec., 1912	400,000.00	
Bonus 1 per cent., payable Dec., 1912	160,000.00	
	$1,894,101.68	
Amount credited to Rest Account	$1,000,000.00	
Amount credited to Contingent Account	1,000,000.00	
Amount expended on Bank Premises during year	511,000.00	
		$4,405,101.68
Balance of Profit and Loss carried forward		$ 802,814.94

Since the last Annual Meeting, Branches have been opened at points in the following Provinces, viz.:—

In Ontario—Windsor.

Quebec-Thetford Mines, Granby, Lachine, Magog, St. Lawrence (Montreal), Maisonneuve (Montreal).

North-West—Plum Coulee, Man.; Swift Current, Sask.; Red Deer, Alta.; Ogden Shops (Calgary, Alta.); East End (Calgary, Alta.)

British Columbia—Port Alberni, Princeton, North Vancouver, Sapperton, Invermere.

The Branches at Marysville, N.B.; Rosenfeld, Man., and Oakville, Man., have been closed.

At a Special Meeting of the Shareholders, held on 18th June, 1912, an increase of $9,000,000 to the Capital Stock of the Bank was authorized, making the total Authorized Capital $25,000,000.

With deep regret the Directors have to record the death of their esteemed Vice-President, Sir Edward S. Clouston, Bart., who had been a member of the Board, and Vice-President for seven years, and who had held the position of General Manager for upwards of twenty-one years.

All the Offices of the Bank, including the Head Office, have been inspected during the year.

Bank of Montreal, (Signed) R. B. ANGUS,
2nd December, 1912. President.

PRESIDENT'S ADDRESS.

The President, Mr. R. B. Angus, then addressed the meeting as follows:—

At the shareholders' meeting in June last, you sanctioned a by-law permitting the extension of the Bank's capital in case it should appear to be required; this has since been approved by the Treasury Board. The recent issue of stock was also readily taken up, and your capital now stands at $25,000,000, authorized and $16,000,000 fully paid, with a Rest of like amount. This increase of capital did not come before it was wanted, as at certain seasons the circulation has exceeded the legal limit and we are liable to the Government for interest on the excess.

The well established business and good earning power of the Bank, together with comparative immunity from bad debts, enable the management to present a statement of results for the year's aperations which I presume will be considered satisfactory. The Directors were gratified to be able to add a Bonus of one per cent. on each half year, in addition to the usual dividend. The Directors have audited the books of Head Office, the cash and securities have been verified, ample provision has been made for bad and doubtful debts, and the amount expended on Bank premises has been transferred to Profit and Loss account.

We have again to report a year of universal and almost unbroken prosperity throughout the length and breadth of the land. The unfavorable conditions which retarded the harvesting operations and which it was feared would prove calamitous, passed without much injury in the western prairies, where the yield of wheat and other grains has proved satisfactory both as to quality and quantity In the East, where the damage was perhaps greater, some compensation has been derived from good results in other directions. While the prices of wheat are much lower this year, the proportion of the higher, or contract, grades in the prairie provinces is very much larger. The better condition of the grain renders it easier to handle and to market, and the returns to the producer are quicker and safer. The estimated yield in the North-west may be set down as:

Wheat, 188,000,000 bushels, against 177,-000,000last year.

Oats, 220,000,000 bushels, against 190,000,000 last year.

Barley, 31,000,000 million bushels, against 33,000,000 last year.

Flax, 130,000,000 bushels, against 8,000,000 last year. A conservative estimate of the value of the crop of the three provinces is given at $207,000,000 for the grain alone.

Partly owing to the good condition of the grain, already mentioned, but chiefly because of the excellent arrangements of the railways, the crop has been moved with unparalleled celerity; there has been no car famine and little talk of congestion, although there has been more grain handled. At the close of this season's navigation, there appears to have been a serious blockade of grain on its way to market, caused by insufficient facilities for taking delivery from the railway cars, and it may be that a greater number of vessels for grain carrying across the lakes and larger elevator capacity for temporary storage must be provided for future wants. Storage for grain has been much neglected in the prairie provinces; it would be advisable that granaries of moderate capacity to store at least a portion of the crop should be a feature on every well equipped farming establishment, so that there would be no occasion to rush produce to a market at inconvenient seasons.

Irrigation by which vast areas of arid land are being converted into most productive farms, is being prosecuted with vigor, and the model farms established by the Government and the Canadian Pacific Railway are more and more resorted to and much valued by the settlers.

The raising of live stock, which had been allowed to decline, will receive a great impetus from the high prices obtainable for cattle, and by the greater safety with which the business is conducted.

Immigration for the twelve months ended September 30th, has reached the total of 385,955 souls, or 37,322 over the previous year. Many are farmers possessing both experience and capital. These form a welcome addition to the population, where labor is so scarce and land so productive.

Loans to farmers, if sometimes slow, are well paid. Wages are high, as is the cost of living, but that condition may be greatly mitigated by the farmer, if only he will give his attention in some measure to mixed farming instead of relying upon importations of vegetables, meat and butter, and such like from the East or from the other settlements in the United States. In the most important province of Ontario, the harvest of wheat and corn has not been bountiful but rather under the average, in consequence of the wet and cold season, and yet we are assured that the farmers have done well, as few depend solely on the raising of grain for a livelihood, their resource being scientific and mixed farming, while dairying, produce and fruit have been more remunerative. As an indication of the diversity of farming in this progressive province, Ontario is said to own 6,000,000 head of live stock, horses, cattle, sheep, and pigs.

The mining industry of Ontario is important; the province ranks high with other countries in the production of silver and nickel, and her total output for last year, on the Bureau of Mines estimate, was $41,000,000.

The same general remarks as regards agriculture and the season's results will apply to Quebec.

Lumber and pulpwood have had a good year, last winter's cut being large and prices high. The increase in British prices, however, has been fully set off by material advance in ocean freights, with the result that the United States has been our best market.

The Maritime Provinces have had a fair year. Hay, which is an important crop, has been at least up to the average, and in many cases considerably above. Potato and other root crops, with a few exceptions, are reported good. The apple crop, although not equal to the abnormal yield of last year is a good average; the fruit is much appreciated and brings good prices in England and many young orchards are being planted.

British Columbia has in recent times been a highly favored province. General trade has been large and profitable; its lumbering operations, after languishing for some years have suddenly revived owing to the improved demand from the prairies, and to the better condition of commercial affairs among our neighbors, who, instead of being keen competitors, have become good customers for our products. There is a shipbuilding industry, although still in its infancy. The great fleet of vessels employed in the coastwise traffic and the larger steamships trading to the Orient give great importance to the port of Vancouver. Speculation is rife as to the advantages likely to accrue to that port and the western country generally on the opening of the Panama Canal.

Commercial activity has doubtless been stimulated by the impulse of active railway construction, which cannot be expected to continue on the same gigantic scale for many more years, but there will remain a more solid and enduring source of wealth in the vast forests of virgin timber which now cover the hillsides of mainland and islands.

Speaking of the Dominion as a whole, the trade and commerce of the country have been and promise to continue both sound and good.

The lumber business, on the Atlantic as on the Pacific side, shows much improvement, apart from the pulp and paper industry, which is specially adapted to this country, and has been very prosperous for some time past, but owing to the number of new concerns in operation, there is a tendency to overproduction with slackening demand and lower prices.

The coal and iron production has been on a scale never before equalled in Canada, although the latter, owing to delays in installing or completing the necessary plants, has fallen far short of supplying demands, especially in the matter of steel rails. The car builders have also been notably behind in their orders.

Agricultural machinery of the best and most modern type has been in great request, and the factories which supply every kind of electrical equipment have been unusually busy.

The revival of trade in the United States has had a marked effect on several of our manufacturing industries, relieving them from the competing shipments of surplus goods from that market.

The woollen mills are doing better, while an unusually good year has been experienced in cottons.

Old establishments have been fully occupied and a great variety of manufacturers are finding a home in Canada even in the middle and far West.

The wholesale distributing trades have everywhere enjoyed a good year. Groceries, Dry Goods, Clothing, Boots, and Shoes had an unusually large turn over, with good results. Accounts have been fairly well paid and bad debts have been comparatively small.

Transportation by sea and land, with its accompanying mechanical works, is instrumental in making large accessions of population to the cities.

Railway earnings have been phenomenal, but are far surpassed by the extraordinary outlays in building of new lines, in improving the old, in double tracking, terminals and equipment to provide for the ever increasing traffic.

By the judicious expenditure of the Dominion Government, the facilities for shipping are being much improved by dredging, and the supply of elevators and docks at the several important harbors on the Pacific and Atlantic coasts as well as on the Great Lakes.

The principal cities of the North-west and British Columbia exhibit a marvellous increase in size, in population and business activities. A phenomenal advance in these respects has also been made by some of the eastern cities, notably Montreal and Toronto. Some of the smaller towns in the West have perhaps bee ntoo ambitious in providing public utilities. and in rushing work that might better have extended over a greater length of time, but, after all, they are only anticipating future necessities. The municipal expenditures have consequently been large and hence the unusual amount of borrowing both at home and abroad. The comparative cheapness of money and the ease with which municipal securities could be placed in England, has misled some borrowers, who refused to accept the prices offered earlier in the season, but it is feared they may have to submit to higher rates of interest on future transactions.

Industrial loans and investment are quite out of our sphere, but I take this opportunity of saying that it is much to be regretted that some of these offered on the London market were of a distinctly questionable character, unsound or highly speculative, and calculated to reflect injuriously on Canadian credit, while others, and doubtless the great bulk of them, are both safe and promising, and offer to the investor an opportunity of participating in the prosperity of the country. I fear it is useless to ask certain promoters to be more careful as to the class of security they offer, but intending investors may be more discriminating.

With the rapidly developing country and the Government pledged by guarantees or otherwise to liberal expenditures, the building of railways, the improvement of harbors, and other works of a national character, Canada must necessarily be a large borrower for some time. But with nearly 8,000.000 of people, vigorous, intelligent and resourceful, with immense treasures in virgin forests, mines, fisheries, and above all, with a large area of unoccupied fertile land, Canada can better afford than most countries to mortgage her future to a moderate extent, and her credit in the money markets of the world must always stand high.

Canada is well prepared to absorb and utilize the immigrants that every season seek her shores or cross her boundaries. The laborer and the artisan are most welcome, and the farmer, with or without capital, will find opportunities at his hand. We have excellent and prosperous Banks, well adapted to the requirements of the country, which offer facilities to farmer and tradesman in every town and village, and I may remark, in passing, as convincing proof of the country's progress, that their deposits in ten years have mounted up from 350 millions to over 1,000 million dollars.

We possess a system of transportation that is almost complete, although being daily added to—a large mercantile fleet of steamers on river, lake and sea, and railways that not only link the various provinces together, but also give a service to the newly opened country better than is to be found in any other country similarly circumstanced.

In New York and other points in the United States, where the Bank is represented, business may be described as in a normal and sound condition.

The ample revenues of both Provincial and Dominion Government indicate a season of great prosperity for the country at large.

The exports for the twelve months ended 30th September, 1912, amount to $351,952,292, an increase of $49,601,798 over the corresponding period of last year.

Imports for the same period amounted to $616,842,090, an increase of $120,004,619, giving a revenue from custom duties of $102,695,974, or an increase of $23,903,849.

I have in a cursory manner touched on these various topics, reviewing the condition of the country and indicating the great range of interests the Bank has to consider in the course of its business, and on whose fortunes the prosperity or otherwise of the Institution in a great measure depends.

THE GENERAL MANAGER.

The General Manager, Mr. H. V. Meredith, spoke as follows:—

The President has covered the ground so fully in the address he has presented to you to-day that little is left for me but to explain the changes which have taken place in the balance sheet during the year, and to add a few remarks in connection with financial matters affecting the Bank which have not been touched upon.

Since our last Annual Meeting, the Treasury Board of the Dominion Government has sanctioned an increase in the authorized capital of the Bank from $16,000,000 to $25,000,000 thus permitting of a further issue of stock from time to time as circumstances may, in the opinion of your Directors, render desirable.

Turning to the general statement of which you have a copy, you will notice the Paid-up Capital has increased during the year from $14,887,570 to $16,000,000, and the Rest from $15,000,000 to $16,000,000. From the net earnings, transfers have been made of $1,000,000 to Rest Account and Contingent Account respectively, and a balance of $802,000 is carried forward at credit of Profit and Loss Account as compared with $1,855,000 a year ago. A bonus of 1 per cent. was paid shareholders on June 1st and December 1st over and above the quarterly dividends of 2½ per cent

Deposits not bearing interest show a small decrease, occasioned by the withdrawal of a large deposit of a temporary nature which appeared in the statement of a year ago. Were it not for this fact, we would show a gain in these deposits of $2,000,000. Interest-bearing deposits show an increase of $6,400,000. Part of this increase is of a temporary character, but it is gratifying to find that the ordinary savings deposits have grown in a highly satisfactory manner, notwithstanding the withdrawals that have taken place for investment and otherwise.

Turning to our assets, you will notice that "Current Loans and Discounts in Canada and alsewhere and Other Assets" are $2,200,000 less. This decrease does not represent a curtailment of our current loans in Canada, which are in reality $1,600,000 larger than a year ago, but a reduction in our current loans elsewhere. Investments in railway and other bonds are $1,600,000 less, affected by realizations, and balances due by agencies of this Bank and other Banks show a net reduction of $3,800,000. The increase in our call loans in Great Britain and the United States is accounted for by the various changes mentioned above.

I think you will agree with me that the statement is a strong one, but it is well that the Bank of Montreal should always be able not only to meet all the legitimate demands of its clients, but at the same time to provide for any exceptional calls that may be made upon it to promote the general welfare of the country.

Business generally has been exceedingly active in Canada during the past year. Good crops, notwithstanding a wet season, have been reaped, and all manufacturing industries have been kept fully employed. Wage earners are in receipt of good wages, and labor, in many sections, is difficult, if not impossible to obtain. With an increasing immigration, a soil producing a large surplus of food products without serious failure over a comparatively long term of years, the assurance of a vastly increased production as the area of unoccupied arable land is brought under cultivation, and other great natural resources awaiting development, one cannot but be an optimist in regard to the future of our country.

Owing to this ever increasing and rapid development, we must for many years be borrowers from the British Islands as well as foreign countries. Just now, there is undoubtedly a feeling in some quarters abroad that Canadians are spending too lavishly and over-borrowing to an extent which may later on prove burdensome to us. In this connection, our adverse balance of trade, our socalled real estate boom, etc., are cited. While I do not share these pessimistic views, there can be no doubt that if we are to maintain the preference which Canadian securities have so long enjoyed, a caution at the present time is more essential than it has been for a long time past, and it is clear any ill-advised move on our part, any undue speculation, or the flotation of doubtful schemes which may have the effect of causing distrust abroad and so prevent the free flow of capital into Canada, cannot but have a serious effect on business generally, and bring about a check to our prosperity. It must not be forgotten that there are countries other than our own seeking capital, and offering possibly quite as attractive terms. and that once a stream is turned in another direction, a long time may elapse before it returns to its former channels.

Money has been in strong demand in Canada during the year, while in London and New York, in which outside markets we are chiefly interested, the rates continued low until September, since when more stringent condition and higher rates have prevailed. With buoyant trade practically the world over, and with, as far as we can judge, a probable continuance for some time of such conditions, money is not so readily obtained. Those seeking capital should have regard to existing conditions and also to the fact that borrowers cannot hope to name their own terms.

The increased cost of living, and the reasons therefor, form a subject much discussed the world over, and commissions of enquiry are now engaged in seeking the cause. I mention the subject because of its effect on the Bank's net earnings, owing to the necessity of our having to increase our fixed charges from time to time as a result of bringing up the salaries of the staff to a point which may be considered a fair and reasonable one for the services rendered. The cause for the enhanced value of all commodities is difficult to determine. There are no doubt a number of reasons for it; among them, the largely increased output of gold, resulting, to a great extent, from the more scientific treatment of ore bodies. The higher standard of living by all classes is also a factor; but I am of the opinion that the root of the matter may be found in the fact that the percentage of population engaged in production of foodstuffs is not increasing in the same ratio as is that of our manufacturing wage earners and salaried officials. This view is supported by figures showing conditions in the United States, where the number of farm families indicates an increase of only 11 per cent. between 1900 and 1910, while the artisan and clerical classes have increased practically 30 per cent. in the same period. A similar condition of affairs obtains in Canada as regards the five eastern provinces, and while, in our North-west, the rural population is relatively large and grows apace, mixed farming has not yet been generally resorted to. In this connection, it may be interesting to note that the exports of dairy products from older Canada to the newer Western Canada were this year not less than $3,000,000, while New Zealand and the United States supplied these commodities to the extent of an additional $1,000,000.

I have noticed at different times, in certain newspapers, paragraphs calculated to give the impression that the Banks in this country are not affording the farmers the financial assistance to which they are entitled. Such statements are erroneous. There are in Canada some 2,500 bank branches, the great majority of which are located in towns and villages supported by the surrounding agricultural population, and no unimportant part of the business of the Banks is derived from this class. As for this Bank, I may say that our loans to farmers and small traders amount to many millions.

I have alluded to the adverse balance of trade. In the fiscal year ending March 31st, 1912, the imports for consumption in Canada were of the value of $521,000,000, and the exports of domestic products were $290,000,000, showing a balance against the country of $231,000,000, undoubtedly a very large sum. In the five months ending August 31st last the excess of imports over domestic exports was $130,700,000, showing an even greater ratio than in the preceding year. The gap between imports and exports is not likely to be soon closed; not, indeed, until our manufacturing industries have expanded to a point when the home market can be supplied fairly well within the country, nor until the large demand for foreign goods, arising out of the construction of permanent works, railways, etc., is satisfied from domestic mills. Meanwhile the gap is bridged by foreign loans, by investments of capital in Canada from Great Britain and by money brought in by immigrants. It is, therefore, all the more important to guard against unpropitious circumstances tending to lessen the confidence of British and foreign lenders in Canadian securities.

The delayed revision of the Banking Act will shortly be submitted to Parliament. The present Act has been developed with the growth of the country. It has served its purpose well, and I feel confident that under the direction of the able and experienced financier who now occupies the position of Finance Minister no radical changes will be entered upon lightly.

ELECTION OF DIRECTORS.

The result of the ballot for the election of Directors was declared by the President as follows:—Messrs. R. B. Angus, A. B. Greenshields, C. R. Hosmer, Sir William Macdonald, Hon. Robert Mackay, H. V. Meredith, D. Morrice, James Ross, Sir Thomas Shaughnessy, Rt. Hon. Lord Strathcona and Mount Royal, D. Forbes Angus, Huntly R. Drummond, C. B. Gorden.

The meeting then terminated.

OFFICERS ELECTED.

At a subsequent meeting of the Directors, the following officers were elected:—Hon. President, Right Hon. Lord Strathcona and Mount Royal; President, Mr. R. B. Angus; Vice-President, Mr. H. V. Meredith.

January Clearing and a Few Cards to Help

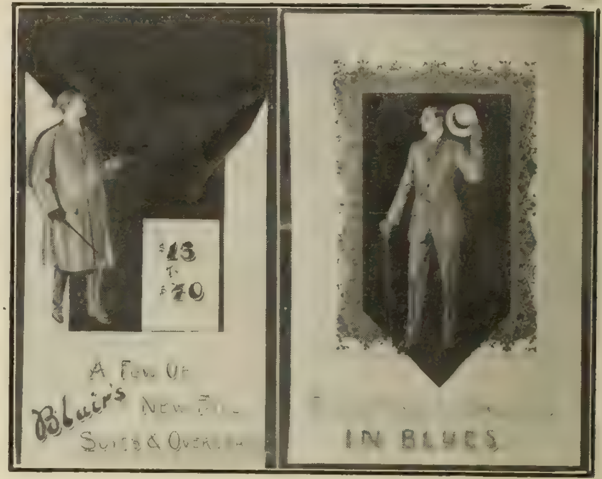
(Continued from page 78)

dark colors as brown or black. The "½ Price" is done in red and shaded. The small lettering is done in black. The 25c card is similar to the ½ Price. The "25c" is in red and the balance of the lettering is in black. The Boys' Clothing card lettering is in red except the small letters which are black. The $10 suit card is very effective. The big price mark is in red and the balance in black. The large lettering of the Soft Hat Card is similar to the others. "Soft Hats" and "69" are in red, while balance is in black. These suggestions should help you to make January's business unusually brisk.

⁂

Original Show Cards

Two very attractive window cards for advertising men's clothing have been used recently in Blair's, Limited, men's wear store, Ottawa. They were designed by E. Lablanc, manager of the store. The above illustrations show two examples of these cards. One is to be advertise blue suitings, and the figure of the young man shown has a background of blue serge, attached to an artistically designed card. The other card is to advertise overcoatings. A cut of dark brown cloth is attached to the card and the figure of a well dressed young man is shown feeling the cloth, in much the same way as a prospective customer would do.



TWO ORIGINAL SHOWCARDS.

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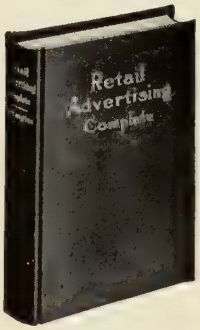

Retail Advertising Complete

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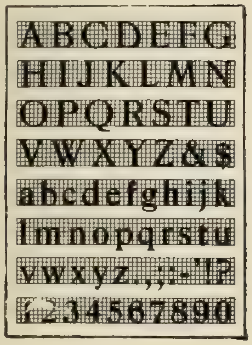
Card Writers' Chart



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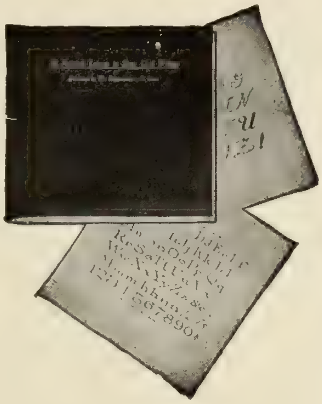

50 Lessons on Show Card Writing

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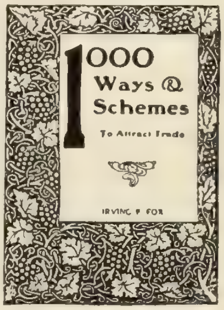

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